DECEMBER 23, 1957

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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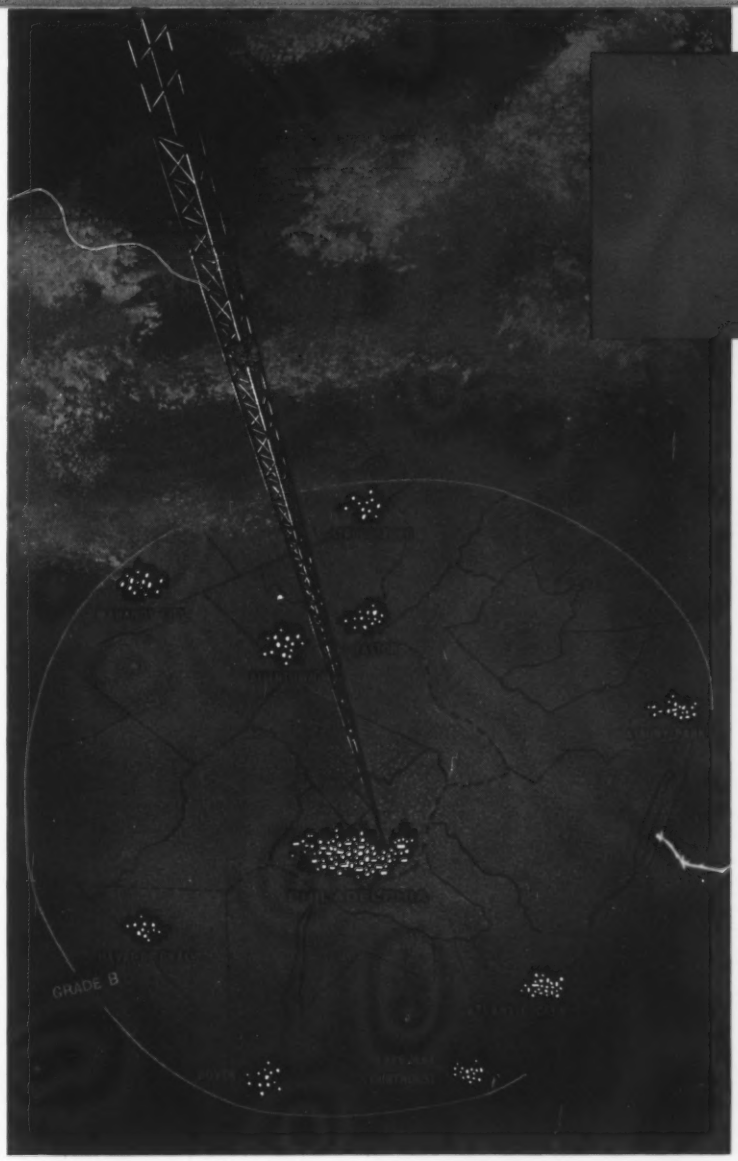


The Best is getting BETTER

WFIL-TV—Philadelphia's Number One station—takes another giant stride forward with installation of a **70% higher tower** . . . doubling signal strength to 7½ million viewers!

Now—a **100% stronger signal** for your message when aired on the Philadelphia station that delivers most audience, sign-on to sign-off, seven days a week—WFIL-TV . . .

ONE OF AMERICA'S GREAT STATIONS

Source: ARB, Nov. 1957/Kear & Kennedy, Consulting Engineers, Wash., D.C.

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

CHANNEL 6

ABC-TV • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N.Y. / WHGB-AM, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLBR-TV, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

More Tidewater,* Va., Viewers Watch WAVY-TV CHANNEL 10

from 3 to 10 p.m.
MONDAY THROUGH FRIDAY
than any other TV station
in the tidewater area.

(ARB-Nov. 13-19, Metropolitan Area Report)

REPRESENTED BY H-R

WAVY-TV, SERVING *NORFOLK, PORTSMOUTH, NEWPORT NEWS, and 42 COUNTIES IN VIRGINIA and NO. CAROLINA

FIRST...FIRST...FIRST...FIRST...FIRST...FIRST...

Still FIRST

in West Virginia's BIGGEST Market

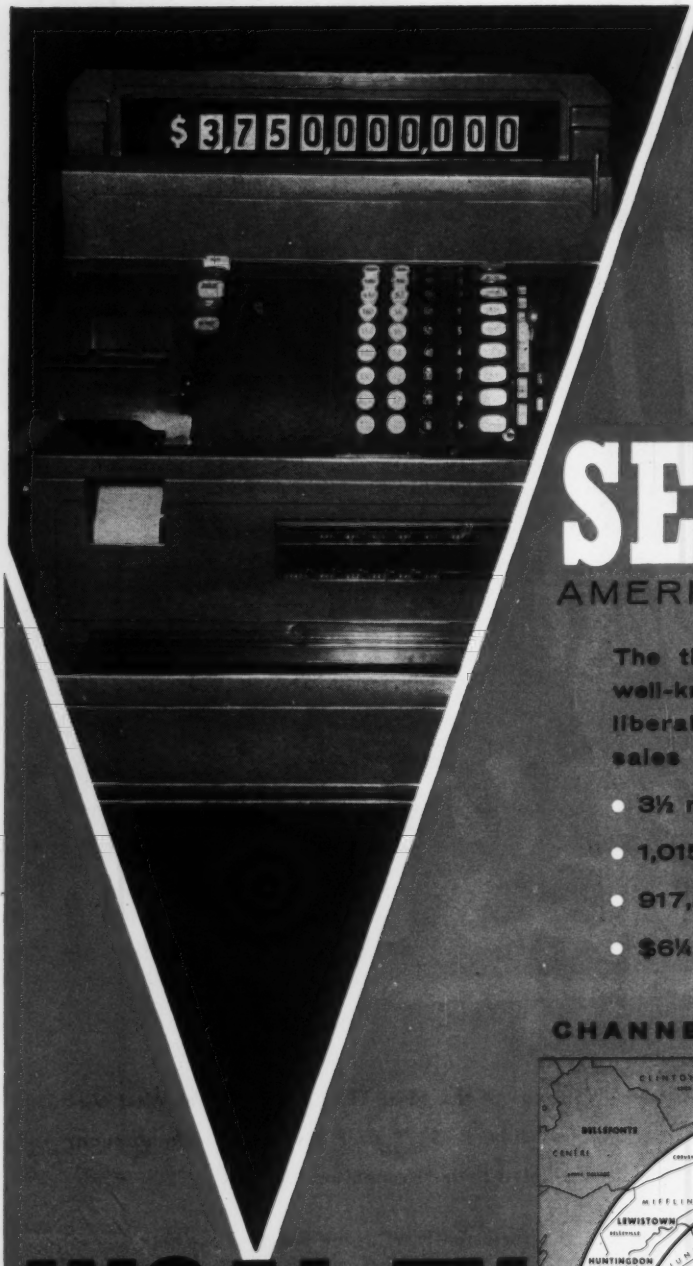
WCHS-TV garnered ELEVEN out of the "TOP-TEN" programs in West Virginia's biggest market! The July ARB* rating shows the phenomenal attention "Hometown Folks" give their "Hometown Station."

For biggest audience in the Charleston-Huntington-Ashland market schedule WCHS-TV. Call Branham or Jack Calder, Vice President and General Manager, WCHS-TV.

*Copyrighted by American Research Bureau, Inc.
Figures rated as of 6-27-57

WCHS·TV

... SERVING CHARLESTON-HUNTINGTON-ASHLAND
FROM THE BIGGEST MARKET ...
Charleston's only TV Station!
BASIC CBS



MONEY TO BUY YOUR PRODUCT!

$3¾ billion retail sales in

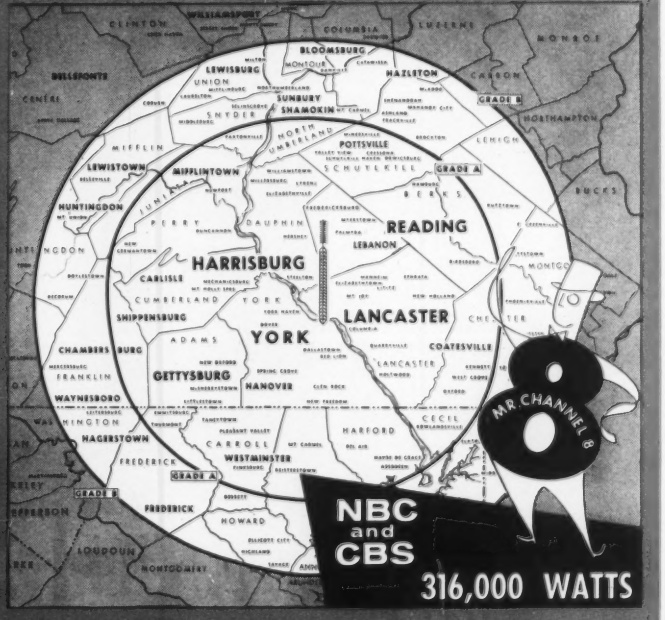
SELLvania

AMERICA'S 10th TV MARKET

The thriving economy of SELLvania is well-known, as exemplified by its sound, liberal spending. Proof of the unique sales opportunity is

- 3½ million people
- 1,015,655 families
- 917,320 TV sets
- $6¼ billion annual income

CHANNEL 8 MULTI-CITY MARKET



WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

closed circuit®

NEW ROLE • Frank Sinatra reportedly is going into broadcast station ownership with acquisition of KJR Seattle (950 kc, 5 kw), KXL Portland, Ore. (750 kc, 10 kw), and KNEW Spokane, Wash. (790 kc, 5 kw), for between $1.5 million and $2 million. Stations are owned by Mt. Rainier Radio & Television Broadcasting Corp. of which Lester M. Smith and Lincoln Dellar own 50% each. Mr. Smith is said to be continuing in active management of properties. If deal goes through, Mr. Sinatra will be following pattern of another star singer and friend, Bing Crosby, now identified with multi-station ownerships.

•

Another Hollywood celebrity, Jimmy Stewart, is involved in proposed station acquisition in Fort Worth, Tex. He, along with Paul Taft, general manager and part owner of ch. 11 KGUL-TV Galveston-Houston, and four other Texans, reportedly have closed for KJIM (formerly KCNC) for $139,000. William D. Schueler, commercial manager of WBRZ Freeport, Tex., is one of principals and would become station manager upon approval of transfer by FCC.

•

STORZ UPGRADING • Mid-Continent Broadcasting Co., headed by enterprising Todd Storz, is in final stage of negotiating to buy existing full-time regional in New Orleans to replace its 250 w WTIX, operating on 1450 kc. Upon consummation of transaction, on which there has been preliminary agreement, Mr. Storz is expected to dispose of his present station. Other Storz stations are: WHB Kansas City, Mo.; WDGY Minneapolis-St. Paul, and WQAM Miami.

•

Revenue of ABC-TV network (excluding owned and operated stations) for six months from October 1957 through March 1958 will be more than double that of corresponding period of 1956-57. And this condition should improve with business already under contract for succeeding six months, it's learned. While ABN, sister radio network, has suffered revenue losses during its transition to new format, AB-PT top brass expects this trend to be reversed in 1958 with anticipated acceptance of re-programmed operation.

•

BARROW BRIEFING • After two days of intensive briefing on Network Study Staff (Barrow) Report last Monday and Tuesday, FCC still has some distance to go before completing indoctrination on far-reaching two-year staff study. Final briefs now are scheduled for Jan. 6-7, but FCC will send interim report to Chairman Magnuson of Senate Commerce Committee by Jan. 3 (90 days after release of Barrow Report, as requested) and is expected to say that FCC will seek comments from licensees, networks and others or institute proposed rule-making before final action looking toward possible changes in rules or regulatory standards.

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Thus far, it's understood, full Commission has covered only few of eight general classifications set up for Barrow briefing, which could not possibly cover all 1,485 pages of report. Reviewed so far were staff proposals that option time be eliminated, that affiliation agreements be drastically modified, including so-called network control of affiliate rates, and general business and contractual arrangements between networks and affiliates. In broad outline, subjects on which FCC wants briefing, in addition to those mentioned, include must-buys, multiple ownership and antitrust aspects.

•

1957 RINGS OUT • FCC concluded its regular agenda for 1957 at its meeting last Wednesday and will not convene again for regular meeting until Jan. 3. Most members of Commission, however, will be in Washington, and emergency matters will be handled subject to later ratification. Such matters as radio clear channel case, revision of license renewal applications, final briefings on Barrow Report on networks and other controversial proceedings will not be handled as 1957 business but automatically go over to next year.

•

Thomas J. Dougherty, attorney in law firm of Dow, Lohnes & Albertson, effective Dec. 28, joins FCC Comr. Robert E. Lee as his legal assistant. He succeeds David C. Williams, who has been transferred to FCC's Conelrad section. Mr. Dougherty has been with Dow firm for five years and received his law degree from George Washington U. in 1953.

•

BIG MARKET PUSH • Brown & Williamson Tobacco Corp., Louisville, reported to be implementing new tv market strategy beginning in 1958, concentrating spot tv efforts in larger cities, where larger smoking populations offer more sales potential. Company reportedly is set to cut drastically number of tv markets in which spots have been carried for Viceroy and Kool cigarettes—which have totaled about 200—and reallocate budget from secondary to larger markets. Company claims total spot tv budget not being cut, however. Agency for B & W is Ted Bates & Co., New York.

Fortune *magazine is in process of researching independent radio station operations preparatory to publication of depth article in early 1958. Individually owned independent stations, as well as certain multiple owned outlets, are being covered in upcoming piece.*

•

OLD AND NEW • Interesting phenomenon has turned up in Bartlesville Telemovies operation. Subscribers to the wired cable theatre seemingly make no distinction between first run movies and re-runs. Nonplussed theatremen, to whom playing dates are prime business headache, can only surmise that until people see movie it's still "first run" as far as they're concerned. Telemovies offers first runs on ch. 3, re-runs on ch. 5.

•

There's no intention of sweetening Telemovies pot with music, news or any other service, Henry Griffing, Video Independent Theatres president, says, until principle of Bartlesville project is proven or disproven. And that is, will people buy "admissions" for movies in home? Video also has number of community antenna systems in its southwestern territory.

•

DAY OF ARREST • Next to become embroiled in Blue Law enforcement drive, which has Pennsylvania businessmen wondering if they will have to write off Sunday as economic blank, will be populous Allegheny County and Pittsburgh (See page 56). County law enforcement authorities are poised to start clamping down on stores that sell non-necessary goods or services on Sunday. They await final word from state attorney general's office, which has promised it will put power of courts behind drive to keep store doors shut under terms of ancient 1794 criminal law. Backing county drive will be Mayor David Lawrence, of Pittsburgh, along with department stores, powerful Golden Triangle Assn., labor unions and church interests. Arrests have already been made elsewhere in state.

•

Tone of congressional reaction about drive to take away some of fm band to alleviate non-broadcast services' need for spectrum space has begun to boomerang. This comes, it is understood, following FCC's explanation that there is no proposal now, and none under consideration, to cause fm'ers such alarm (see page 10). Congressmen have been flooded with alarmist letters that Commisson plans to take portion of fm band away. These stem from comments submitted Nov. 25 on present and prospective use of 25-890 mc area.

RTNDA Distinguished Achievement Award

Is Yours For . . .
"The Outstanding News Story Broadcast" for 1957.

Your sister Meredith Stations join in congratulating the 8-man KCMO news staff for winning another national award—the Distinguished Achievement Award from Radio-Television News Directors Association for your coverage of the May 20th tornado which struck the Ruskin Heights-Hickman Mills area in Missouri. KCMO-Radio is one of only 8 radio-television stations to be so honored.

KCMO-Radio was cited by the same group in 1951 for "overall news operation" and was also honored with the Sigma Delta Chi award for radio news coverage.

Nice goin', KCMO-Radio! Looks like another powerful reason for advertisers and agencies to choose the strongest voice in Greater Kansas City — KCMO-Radio, serving the 10-billion-dollar-plus Mid-America market.

KCMO serves advertisers and agencies best because it serves its area best!

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. and Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Negotiators Agree on New ASCAP Licenses—Ticklish task getting closer to end. Four-year extension of current tv contracts reported to have found agreement between ASCAP group and majority of broadcast committee. Stations due to be polled for their reactions. Page **31.**

ADVERTISERS & AGENCIES

ARB Unveils Its "Instant Ratings"—New Arbitron system giving tv ratings every 90 seconds is demonstrated and set to start in New York first of year. ARB also working on seven-city network service plus local services in Chicago and Los Angeles and hopes to get these in operation before end of January. Page **32.**

Don't Bother Pitying Radio—Medium's advertising take promises to be $650 million in 1957, an alltime high and 14% above 1956, according to NARTB estimate. Network radio "improved its position strikingly." Page **39.**

Buick-Kudner, 1935-1957—Buick drops Kudner Adv. after 22-year association. Action is followed by realignment of the agency's top-level management staff and announcement of Kudner President Ellis' projected retirement. Question: Who will win the estimated $23 million Buick account? Leading contenders: Leo Burnett Co., Benton & Bowles, Foote, Cone & Belding, Ted Bates & Co., and Compton Adv. Page **34.**

Brower Elected BBDO President—Succeeds Duffy who becomes vice chairman of the board and vice chairman of executive committee. Page **36.**

B&B's Bolte Gives Advice—Know your client's objectives and pass them on to the media representative, says the agency executive in talk before RTES timebuying seminar. He also is asked about client-agency breakups. Page **34.**

FILM

UA Enters Tv Production—United Artists Corp., now a publicly-held corporation already in (a) film and tv film feature distribution-leasing, (b) record production, (c) music publishing, (d) theatre management, goes into (e) financing of tv production. Page **50.**

The AAP Future—Fog lifts as United Artists acquires 700,000 shares of AAP. Messrs. Chesler, Goldhar and Schwebel resign, and President Hyman speaks of business as usual. But some smoke remains. Though UA announces $8.4 million deal, there's still some litigation over NTA's transaction involving AAP. Page **48.**

Paramount Pauses—As theatre exhibitors bid for studio's backlog in attempt to block movie flow to tv. Page **54.**

PROGRAM SERVICES

Pay Tv Approved in Los Angeles—City council greenlights two city ordinances required to put into effect franchises of Skiatron Tv and International Telemeter-Fox West Coast Theatres. Page **68.**

GOVERNMENT

Free Speech and FCC's Role—These make up the topics to be studied by the well-heeled Fund for the Republic in announcing a special new study of the mass media of communication (starting with analysis of "The Relationship Between Government and Television"). Page **63.**

Tv Prospects on Capitol Hill—Sen. Magnuson promises "further inquiry into television" by Senate Commerce Committee during second session of 85th Congress. Report on tv allocations by Bowles committee due soon. Page **66.**

FCC Will Tell Rep. Moulder—Commissioners promise answers to questtions concerning gifts, honorariums received since Jan. 1, 1949. Page **64.**

Action for Daytimers—FCC institutes rule-making on DBA petition seeking longer, stabilized hours for daytime stations; asks for comments by March 18. Page **66.**

STATIONS

Blue Noses and Blue Laws—Eighteenth-century law resurrected in Pennsylvania as state attorney general moves to keep Two Guys From Harrison chain from operating Allentown store on Sunday. Page **56.**

KITE Challenges Hooper on Promotions—Station, its Hooperatings omitted from October-December report because of audience promotion, denies it was trying to inflate ratings, says it's singled out unfairly and business has been hurt. Hooper contends promotion made it impossible to tell whether people were listening or merely said they were, but hopes new technique will solve the problem. Page **58.**

OPINION

MR. VANSANT

The Tax Spectre in Baltimore—Wilbur VanSant paints the bleak picture for radio and television in Baltimore if the recently-enacted city taxes on advertising media survive the court test. The president of VanSant, Dugdale & Co., writing in MONDAY MEMO, reminds that the same threat can also arise in other cities. Page **97.**

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPERS LEADERSHIP ABP

check . . .
and double check

Twin Cities radio audiences endorse WDGY programming . . . advertisers endorse WDGY audiences and selling power.

Creative, imaginative, showmanlike Storz Station programming has produced an entirely new Twin Cities listening habit . . . and time-buying habits to match. Latest Hooper, Trendex and Pulse *all* show WDGY *first*. Daytime first place ratings are at an all-time high. So are billings.

Check with John Blair . . . or WDGY General Manager, Jack Thayer.

WDGY
50,000 watts
Minneapolis-St. Paul

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

BIGGEST STATION BUY IN HISTORY

- **CBS pays $20 million for WCAU-AM-FM-TV, real estate**
- **Acquisition brings network to limit in radio-television**

Sale of 50 kw clear channel WCAU, its fm adjunct, WCAU-FM, and ch. 10 WCAU-TV by *Philadelphia Bulletin* to CBS for $20 million cash—largest price for single property in annals of broadcasting—was announced Friday.

Total price breaks down to $3 million for radio stations, $12.6 million for tv outlet and $4.4 million for land, buildings and other real property comprising WCAU Radio & Tv Center on City Line Ave., Philadelphia.

Move, subject to usual FCC approval, returns WCAU to Paley family control after 11 years. Station was sold by Levy-Paley interests to *Philadelphia Record* in 1946, and bought by *Philadelphia Bulletin* from *Record* in 1947.

Transaction looms head and shoulders over highest single purchase up to now—Westinghouse's $9.75 million for KDKA-TV Pittsburgh which it bought from Allen B. DuMont Labs in 1955. It is even greater than recent group purchases: J. H. Whitney Co.'s $10 million price in 1956 for Universal Broadcasting Co. stations (WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne), and Time Inc.'s $15.75 million purchase in 1957 of Consolidated (Bitner) properties (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WTCN-AM-TV Minneapolis).

Purchase brings CBS up to its maximum station ownership in both radio and tv. CBS already owns WCBS-AM-FM-TV New York, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco, KMOX-AM-TV St. Louis, WEEI-AM-FM Boston, WXIX (TV) Milwaukee, WHCT (TV) Hartford, Conn. Last two are uhf.

CBS paid $3.6 million for what is now KNXT in 1950 when it bought ch. 2 station from Thomas S. Lee interests. It paid $6 million for what is now WBBM-TV Chicago in 1953 when it bought ch. 2 outlet from Balaban & Katz theatre chain. In October of this year CBS paid $4 million for ch. 4 KWK-TV St. Louis, after winning grant for ch. 11 in contest with three other applicants. Network turned over ch. 11 grant to unsuccessful contestants. In 1954, CBS bought ch. 19 WXIX (TV) Milwaukee for $350,000 from Bartell interests, and facilities of ch. 25 WCAN-TV for $650,000 from Lou Poller. In 1956, network paid $650,000 for ch. 18 WHCT (TV) Hartford, bought from General Times Tv Corp.

Announcement of WCAU-AM-FM-TV sale said no change in management or personnel planned by new owner. Donald W. Thornburgh took over helm of WCAU stations in 1949, coming east from vice presidency of CBS West Coast operations to be president and general manager of WCAU Inc.

WCAU began operating in 1922 and is 50 kw on 1210 kc. WCAU-FM, begun in 1941, operates with 10 kw on 98.1 mc. WCAU-TV on ch. 10 began operating in 1948. All are CBS affiliates. WCAU was CBS's first radio affiliate, in 1927, and WCAU-TV network's first tv affiliate, in 1948.

Not included in sale is *Bulletin's* 75% ownership of voting stock of ch. 22 WDAU-TV Scranton, Pa. *Bulletin* paid $650,000 for this interest in 1956. *Bulletin's* Muzak franchise is also not involved.

WCAU Radio & Tv Centre—on City Line and Monument Aves., six miles from downtown Philadelphia on Main Line expressway—was built in 1952. Centre, occupying eight acres, was $3.5 million project.

WCAU-AM-FM was sold to *Philadelphia Record* (J. David Stern) in 1946 (gross figure of $6 million, with $2.15 million as stripped price) by group including Dr. Leon and Isaac D. Levy, William S. Paley, CBS board chairman, and his father, Samuel Paley, who had bought it in 1925. In 1947 *Bulletin* bought Mr. Stern's *Camden* (N. J.) *Courier-Post* and *Philadelphia Record*, with stripped down price for WCAU-AM-FM of $2.9 million. *Bulletin* sold its WPEN to Sun-Ray Drug Co. for $800,000.

Philadelphia Bulletin is owned by McLean family and has daily circulation of over 750,000. Robert McLean is president-publisher of evening newspaper.

RAB TO PROVE RADIO

Radio's impact is slated to be demonstrated immediately after Jan. 1 by Radio Advertising Bureau in a new series of "awareness tests," RAB Vice President Sherril Taylor said Friday. Tests—ranging from one to 13 weeks and utilizing multiple-station markets—will involve advertising of specific product unavailable in market. Radio will be only means public will hear about item. Recall statistics will underscore RAB contention that radio stimulates "high degree of memorability" and will provide bureau with additional facts concerning audience structure and merits of different degrees of saturation.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

SOAP SPOTTING • Lever Bros., N. Y., planning four six-week flights of radio spot announcements, starting Jan. 13 in number of markets promoting Silver Dust Blue (soap). Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

CHANGES TO 'RAINBOW' • Ralph Edwards' newest show, *End of the Rainbow*, Jan. 11 replaces *What's It For?* in Saturday 10-10:30 p.m. EST spot on NBC-TV, sponsored by Pharmaceuticals Inc., Newark, N. J., through Parkson Agency, N. Y.

NEWS FOR NESTLE • Nestle Co., White Plains, N. Y., planning to sponsor quarter-hour news show on NBC-TV (Thurs., 6:45-7 p.m. EST), starting in mid-January. Show will promote all Nestle products. Agency: Dancer-Fitzgerald-Sample, N. Y.

BREWERY PICKS C&H • Stagmaier Brewing Co., Wilkes-Barre, Pa., has appointed Calkins & Holden, N. Y., as agency with Robert D. Morgan as account supervisor.

Sun Oil Appoints Esty

William Esty Co., New York, Friday gained about $3 million in billings as Sun Oil Co. appointed agency to handle its motor products advertising in U.S. Sun Oil had been talking to several agencies [AT DEADLINE, Dec. 16]. Approximately one-third of account is in regional radio-tv. Included in move is Sunoco gasoline and oil. Erwin, Wasey, Ruthrauff & Ryan, which handled account, retains Sun Oil's industrial products, and Tandy Adv., Toronto, continues on Canadian advertising. With new account, Esty's total billings will come up to about $75 million and agency will pick up about one-quarter of approximate $4 million broadcast billing it was off this year compared to last. Broadcast billing now is figured at approximately $37 million.

WLBR-TV to Join ABC-TV

WLBR-TV Lebanon, Pa., becomes primary affiliate of ABC-TV Jan. 5, it was announced Friday. WLBR-TV, heretofore independent, is 82nd on-air primary affiliate for network, ABC-TV said. Other Triangle stations having ABC-TV affiliations include WFIL-TV Philadelphia, WNHC-TV New Haven, Conn., WNBF-TV Binghamton, N. Y., and WFBG-TV Altoona, Pa.

at deadline

Ad Tax Threatened in Va.; Media Organize Opposition

New advertising tax threat—involving Virginia—reported Friday by Advertising Federation of America, New York, in bulletin which said Mayor Duckworth of Norfolk has proposed to his city council and eight state legislative representatives that retail merchants tax of 4% be levied against all advertising sold to radio-tv and newspapers in entire state. AFA said mayor has asked legislators to introduce his motion as bill before state legislature in January. Advertising Club of Norfolk has already protested proposal, AFA said, adding, "It is understood that Mayor Duckworth was prompted to offer his suggested bill by the Baltimore advertising tax precedent and by the fact that newspapers in Virginia are exempt from a license tax on the grounds of freedom of the press."

AFA wired Mayor Duckworth: "AFA deplores the ill-advised proposal . . . as being discriminatory and deleterious to the business progress of every city in Virginia. Not only will this result in another hidden tax, but it will stifle the ability of Virginia business and industry to compete on equal terms with other states. We respectfully urge you as a sound businessman to withdraw your endorsement of this proposal."

AFA urged filing of protests around first of January after holidays, since Virginia legislature convenes in mid-January, and asked they be sent to Virginia's AFA lieutenant governor, Edward Acree, Cargill & Wilson, 201 East Franklin St., Richmond, Va., who together with Dan Goldman, Cavalier Adv., Norfolk, and Shields Johnson, general manager of Roanoke (Va.) Newspapers, will direct campaign against tax. AFA Third District Governor J. Randolph Taylor of *America's Textile Reporter*, Greenville, N. C., will direct overall strategy in campaign.

Similar tax measures are being court-tested in Baltimore (see page 36), and St. Louis Alderman Alfred Harris indicated earlier last week that ad levies would be proposed to city council there after first of year.

No Fm Rule-making—FCC

Taking note of numerous inquiries and protests regarding fm band (88 to 108 mc), FCC Friday "emphasized" that it has not instituted rule-making proceeding directed toward reallocation of any portion of fm space. Commission said flood of inquiries was prompted by 890 mc proceedings, in which many responses proposed that part of fm band be reallocated to other services. In event such proceeding is instituted, FCC is required to issue notice of proposed rule-making, and all interested parties would have opportunity to comment.

Anheuser-Busch, Miller Plan Extensive Radio-Tv in 1958

Radio-tv plans for 1958 are brewing at Anheuser-Busch Inc., (Budweiser) St. Louis, and Miller Brewing Co., Milwaukee, BROADCASTING learned Friday.

A-H will use spot radio on 175-185 stations in 320 markets and spot tv on 100 outlets in 75 markets, both to be staggered schedules over calendar year (26-, 39- and 52-weeks).

Radio commitments range from 30 to high of 150 announcements per week (pattern of three weeks on, one off in some markets). Additionally, half dozen syndicated film properties also purchased in select markets.

Radio-tv is to get roughly 40% (time only) or $4.8 million of estimated $12 million budget (higher than in 1957) through D'Arcy Adv. Co.

A-H plans for Busch-Bavarian beer, through Gardner Adv. Co., not set, but "sizable" spot broadcast budget anticipated, along with Cardinals' baseball on radio-tv. Brewery already bought *Mickey Spillane's Mike Hammer* MCA-TV film series in five states [FILM, Dec. 16].

Miller Brewing (High Life) is to launch 26-week radio schedule (spots or programs) about April but tv is in doubt until end of current 26-week *All Star Golf* on ABC-TV in April. Brewery "highly gratified" with golf series.

WPAG-TV to Go Off Air

Ch. 20 WPAG-TV Ann Arbor, Mich., has requested authority to go off air for six months effective Dec. 31, FCC announced Friday. While WPAG-TV is only Ann Arbor outlet, station cited competition from six vhf outlets as reason for demise. Broadcasting since April 1953, WPAG-TV reported that it has lost $145,680 in 4½ years of operation. Uhf outlet said it will decide whether to surrender construction permit after Commission makes final disposition of petition for reconsideration of FCC refusal to shift ch. 12 from Flint, Mich., to Ann Arbor.

MAKE BELIEVE, THEY SAY

NBC-TV will present fictional behind-the-scenes drama of battle for tv ratings on *Kraft Television Theatre* Jan. 1 (Wed., 9-10 p.m. EST). Titled "The Battle for Wednesday Night," drama pits strongly-entrenched tv personality Bill Brogen (played by Jack Oakie) against new popular singer Danny Smith (Earl Holliman) on rival network. Others in cast to include Rudy Vallee and Virginia Gibson.

PEOPLE

CHARLES POWERS, head of live commercial production, and **THOMAS GREEHOW,** program supervisor, McCann-Erickson, N. Y., named Los Angeles director of tv-radio commercial services dept., serving all agency offices, and Los Angeles director of programming, also servicing all offices, respectively.

HAROLD J. SAZ, business manager, radio-tv dept., Ted Bates & Co., N. Y., and **JAMES A. BENHAM,** account supervisor on Whitehall Pharmacal Co., elected vice presidents.

HOWARD S. SHEPARD, formerly with special tv projects staff of BBDO, N. Y., to sales promotion and development staff of Harrington, Righter & Parsons, N. Y., station representative.

Brown, Lynch Sell KANS; Kluge's KXLW Brings $500,000

Station sales announced Friday were:

KANS Wichita, Kan., sold by Kenyon Brown and Frank J. Lynch to J. William O'Connor, Thomas L. Davis and Harry H. Patterson. Price was $221,000, with sale handled by Hamilton, Stubblefield, Twining & Assoc. Mr. Brown was involved in other transfers during week (see page 58). Mr. Davis is interested in WBOW Terre Haute, Ind. Mr. Patterson is Los Angeles businessman who at one time was on sales staff of KLAC and KFVD Los Angeles. KANS operates on 1480 kc with 1 kw night and 5 kw day.

KXLW St. Louis, Negro-programmed station, sold by John W. Kluge, head of Kluge station group and 75% station owner, and Mark Evans, 25% owner, to Big Signal Radio Co., whose principals are R. J. Miller, finance company executive, and George Eng, Norfolk builder. Price was $500,000, with sale handled by Blackburn & Co. KXLW is 1 kw daytime station operating on 1380 kc.

KREM-AM-FM-TV Sale Reaffirmed

FCC Friday reaffirmed its Sept. 25 approval [GOVERNMENT, Sept. 30] of sale of KREM-AM-FM-TV Spokane, Wash., by Louis Wasmer to Dorothy S. (Mrs. A. Scott) Bullitt, 40%, and KING-AM-FM-TV Seattle, 60%, for $2 million. Sale had been protested by Tv Spokane Inc. (Burl C. Hagadone and Scripps League newspapers, each 40%), which claimed that it had an agreement with Mr. Wasmer to purchase station. Tv Spokane, at one time applicant for KREM-TV's ch. 2, withdrew its protest Dec. 12, stating that "an agreement with a consideration mutually satisfactory" had been reached. This agreement had been reached under litigation, filed by Mr. Wasmer for declaratory judgment, in Superior Court of state of Washington. Hearing on sale approval earlier was scheduled to begin today (Mon.) at Commission.

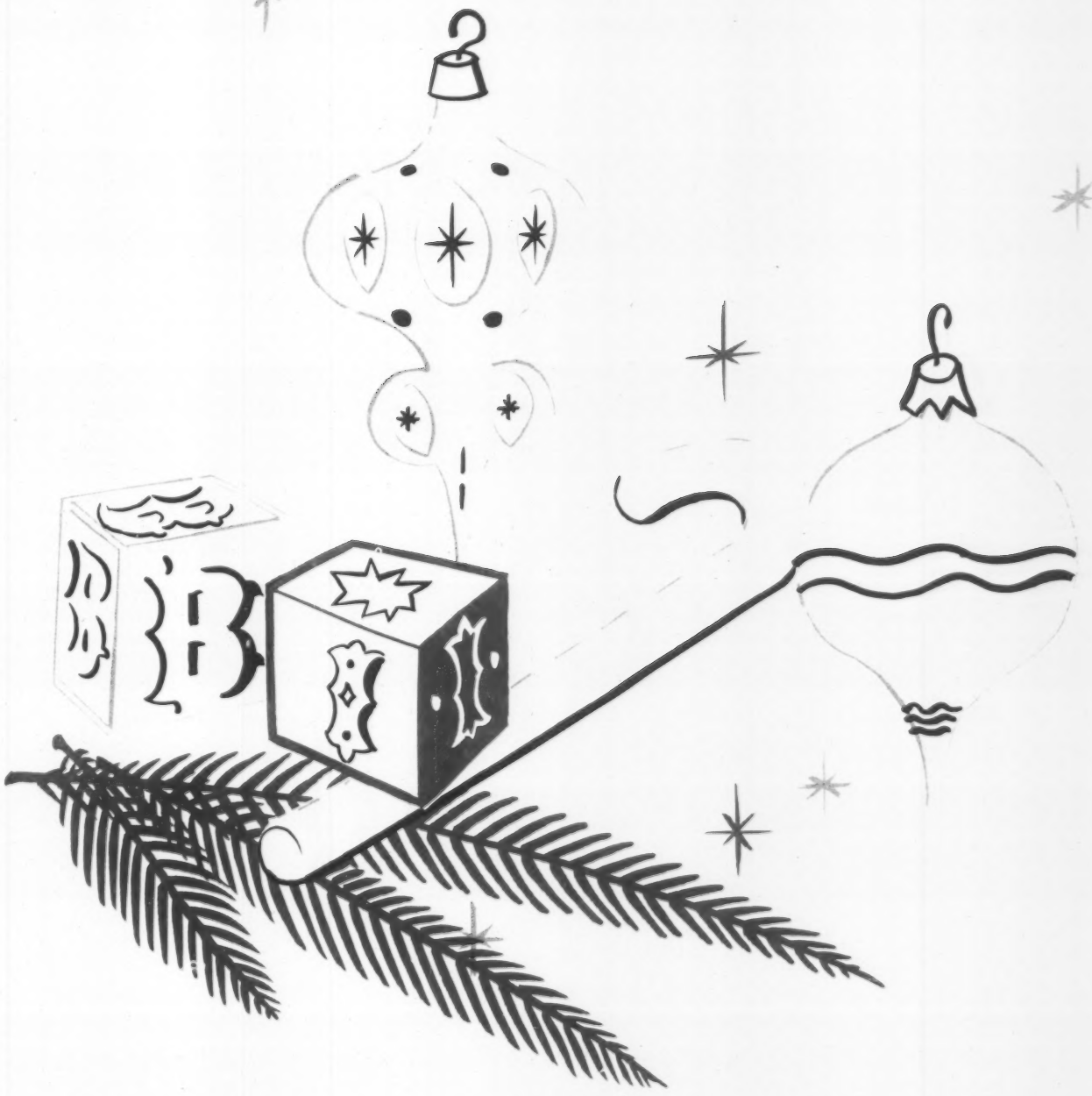
Comrs. Robert T. Bartley and Frederick Ford dissented "pending receipt of further information with respect to the circumstances surrounding the withdrawal."

atellites

They are made of candy and popcorn
Of candles and buttons and glass,
Of striped canes and pony's manes
And the tinkling laugh of a lass.

They are made of tinsel and cardboard
Of holly and sugar and light,
Of silvered cones and chorus tones
And the wondrous eyes of a sprite.

They are made of the prayer and substance
Of the faithful and peaceful and free;
And the light they catch from the heavens
Can be seen on the Christmas Tree.



Merry Christmas

from

KNORR

Broadcasting Corporation

FRED A. KNORR, President

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John J. Carroll
Managing Director

WKMF Flint, Michigan
W. Eldon Garner
Managing Director

WKHM Jackson, Michigan
Nathan H. Alberstein
Commercial Manager

WSAM Saginaw, Michigan
George M. Millar
Vice President

WELL Battle Creek, Michigan
Paul J. Haller
Managing Director

PLAYHOUSE 90

The facetious observation by a playwright that he might just as well abandon the legitimate theatre because "I can always write for television" was apparently more than just an attitude on *Playhouse 90's* offering of Dec. 12. It was a tv dramatization about a stage play whose company was demoralized by cast and domestic strife.

The teleplay came in on the "thundering wave" of promise but foundered on the shoals of mediocrity. The viewer would well wonder how and why the stage play did, too.

"The Thundering Wave" was the title of the *Playhouse 90* drama, written for tv by real-life author Robert Alan Aurthur, and of the play-within-a-play, penned by fictitious author Lew Downs. The play-within-the-play survived a punchless Boston trial for a Broadway opening night. Both dramas seemed to demonstrate that nothing fails like failure, especially where crazy mixed-up people are involved.

Actor-writer Jack Klugman, who wrote two scripts accepted for tv this season, was cast as writer Downs, with the simple directive he "play" author Aurthur as closely as possible. On the same busman's holiday was Franchot Tone, a veteran actor who played one. Both gave noble performances, as did the rest of the cast, but the story line for the first time in many a *Playhouse 90*, failed to ring true.

The script tried to wring some drama out of the gimmick of the play-within-a-play, this particular one concerning the problems of a play whose stars are long-time married enemies. This problem is carried through from a fizzle in Boston to Broadway opening night. But though the plot hinges on the play, the viewer saw none of the epic. Except for an opening line or two and a scene of bedlam backstage, nothing of the play was shown to the viewer to afford the necessary contrast for diluting an impression that *Playhouse 90* was only a play too. The teleplay suffered from lack of well-rounded characterizations, and lacked the body to come through.

When the play opened on Broadway, critical reactions were uniform: good acting, no play—the story line doesn't quite come off.

Unfortunately, the make-believe verdicts might well be applied to *Playhouse 90's* effort.

Production costs: $150,000.

Sponsored by Bristol-Myers Co. (Theradan, Trushay, Ban products), through BBDO; Kimberly-Clark (Kleenex, Delsey tissues), Foote, Cone & Belding; American Gas Assn. through Lennen & Newell Inc., and Philip Morris (Marlboro) and Allstate Insurance Co., both through Leo Burnett Co., on alternating weeks; presented live weekly on CBS-TV, Thurs. (Dec. 12), 9:30-11 p.m. (EST).

Cast: James and Pamela Mason, Franchot Tone, Joan Bennett, Jack Klugman and Susan Oliver, with Robin Morse, Jud Taylor, Doug Henderson, Helen Kleeb, Art Batanides, Pauline Meyers and Don Murray as m.c.

Producer: Martin Manulis; director: John Frankenheimer; writer: Robert Alan Aurthur; associate producer: Peter Kortner; executive assistant: Dominick Dunne.

OMNIBUS

In what may well turn out to be one of the best acting jobs of this or any tv season past, 36-year-old British playwright-actor-director-producer Peter Ustinov scored nothing less than an absolute triumph as Dr. Samuel Johnson (1709-1784), the blunt, grotesque critic of 18th Century English manners and mores. With his "Romanoff & Juliet" beard hidden under pounds of exacting makeup applied skillfully by NBC's Bob O'Bradovich and staff, Mr. Ustinov was so completely believable throughout the 90-minute *Omnibus* presentation that it was hard to picture the figure on the screen as anyone *but* Sam Johnson.

Scottish-born James Boswell was only 23 when he met Dr. Johnson. Their relationship is known to all who have at one time or another studied English literature. No Hollywood film could have made Boswell's Journals come alive the way live television managed to make them; the choice epigrams —"Patriotism, sir, is the last refuge of a scoundrel," — and Johnsonian definitions such as "oats . . . fed to horses in England, eaten by the population of Scotland"—sung with wit and clarity. Even when Mr. Ustinov wasn't about to impart the Johnsonian wit and brilliancy, his Boswell—played in excellent spirits by Kenneth Haig—was there to speak for him.

It is to the credit of *Omnibus* executive producer and packager Robert Saudek and staff—including writer James Lee, directors Seymour Robbie and Alan Schneider—that this program fared so well. Tempted as the producers may have been by lush settings and expensive costuming, they did not stray one degree off course. Ever so subtly, they wove together the best of Johnson and the customs of the age. Here was the coffee house and Bedlam, the bawdy first night audience at the theatre, the ultra-fashionable "cocktail party" of the age, frequented by such noted personages as actor David Garrick, painter Sir Joshua Reynolds and playwright Oliver Goldsmith.

Here, beyond a shadow of a doubt, was proof that television has the remarkable facility of transporting the viewer out of his easy chair and into periods present, past and future.

Production Costs: $60,000.

Sponsored by Aluminium Ltd. through J. Walter Thompson Co. and Union Carbide Corp. through J. M. Mathes Inc. on NBC-TV, Dec. 15, 4-5:30 p.m.

Executive Producer: Robert Saudek; m. c. Alistair Cooke; drama consultant: Walter Kerr; co-directors: Alan Schneider and Seymour Robbie; adapted by James Lee from James Boswell's The Life of Samuel Johnson. *Produced by Robert Saudek*

NAME OUR CHANNEL 12
Clarksburg, W. Va.
WBOY AND WIN

- A fabulous week for 2 at THE GREENBRIER White Sulphur Springs, W. Va.
- ELECTRIC-EYE MOVIE CAMERA By Bell and Howell
- POLAROID LAND CAMERA
- 12 other wonderful prizes

USE THIS INFORMATION TO help you name the symbol of Clarksburg's new high-power TV station

- Covers the virgin market of Central W. Va. (Clarksburg — Fairmont — Morgantown)
- Rich in coal, oil and gas
- Untouched to date by a direct TV signal
- Captive audience—666,315 population
- Buying income $1,119,746,000
- $200/hr. AA network time: $250 national spot.

Contest open to all readers of this magazine. Ends January 5, 1958.

FY2

MAIL YOUR ENTRY TODAY TO
WBOY-TV
CHANNEL 12
Exclusive in Clarksburg, W. Va.
NBC INTERCONNECTED abc
George Clinton, Gen'l Mgr. • Rep. by Avery-Knodel
A Member of The Friendly Group

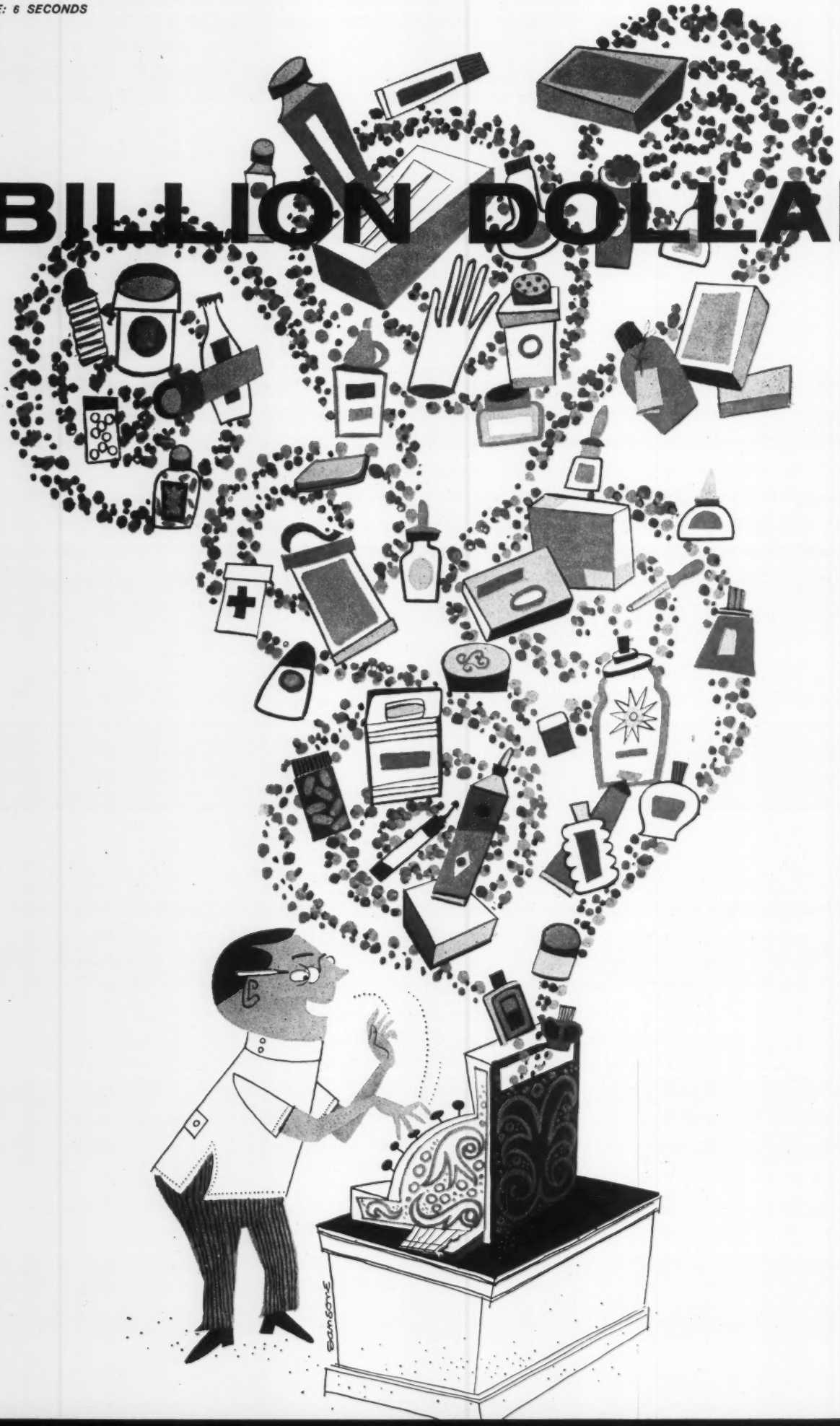
I suggest the following name:

_____

Name_____
Company_____
Address_____

READING TIME: 6 SECONDS

the BILLION DOLLAR



R DRUG STORE

ONE BILLION DOLLARS
IN DRUG SALES
IN STORER MARKETS
IN 1956*

...with a significant share enjoyed by drug advertisers on radio and television stations owned and operated by the Storer Broadcasting Company

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio	**WJW-TV** Cleveland, Ohio	**WJBK-TV** Detroit, Mich.	**WAGA-TV** Atlanta, Ga.	**WVUE-TV** Wilmington, Del.		
WSPD Toledo, Ohio	**WJW** Cleveland, Ohio	**WJBK** Detroit, Mich.	**WAGA** Atlanta, Ga.	**WIBG** Philadelphia, Pa.	**WWVA** Wheeling, W. Va.	**WGBS** Miami, Fla.

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

*1957 Sales Management "Survey of Buying Power"

Miss Sally's *Romper Room*, delight of the small fry set in Washington, is the apple of the advertiser's eye, too . . . because it produces rich fruits in the way of *adult* response, by way of moppet demand. Romper Room (11 a.m. to noon weekdays) has room for a few more apple-seeking advertisers who want results.

real lively daytime programming

wmal-tv

maximum power on channel 7 WASHINGTON, D.C.

AN *EVENING STAR* STATION

Represented by H-R Television, Inc.

abc

Assoc.; feature editor: Mary V. Ahern. Cast: Peter Ustinov, Kenneth Haig, Sorrell Booke, Michael Clarke Laurence, Thomas Barbour, Catherine Dolan, Basil Langton, Ralph Sumpter, Eithne Dunn, Angela Thornton, Charles Francis, Ed Sherin, Clarence Derwent, Nancy Wickwire and Arthur Malet.

TRUTH OR CONSEQUENCES

The apparent success of the five-times-a-week daytime *Truth or Consequences* prompted NBC-TV to add a nighttime version on Friday evenings. No doubt this segment will appeal to the same audience as the daytime show, with the time period (7:30-8 p.m.) propitious for tuning in by housewives, teenagers and the man around the house (if he enjoys such tomfoolery).

It's the same old *ToC* format that has had success since 1940 on radio with Ralph Edwards as m.c. These chores now are handled capably by Steve Dunne. On the initial program, actor-dancer Dan Dailey was one of the guests and participated in one of the "consequences." The program can be fun for those whose tastes run to parlor games. It's a relatively painless prelude to more serious or more solid programming later in the evening.

Viewers who care may be disconcerted by the multitude of "plugs" on such programs —Mr. Dailey plugged several of his motion pictures plus an upcoming night club engagement, Mr. Dunne praised the various products given out as prizes. Presumably, the sponsor doesn't mind because his budget is comparatively low.

Production costs: Approximately $20,000. Sponsored by Sterling Drug Inc. through Dancer-Fitzgerald-Sample on NBC-TV, Fri., 7:30-8 p.m. Started Dec. 13. Executive producer: Ralph Edwards; producer: Ed Bailey; director: Stuart Phelps; m.c.: Steve Dunne.

BOOKS

THE STRUCTURE AND POLICY OF ELECTRONICS COMMUNICATIONS, by Prof. Dallas W. Smythe. Published by U. of Illinois, Urbana, as No. 82 in its bulletin series. 103 pp. $1.50.

At one time an economist with the FCC and now professor of economics and a research professor at the Institute of Communications, U. of Illinois, the author calls on a broad background to trace the evolution of the policy that now governs electronic communications both in the U. S. and abroad. He goes back to the beginning of wire telegraphy and wire telephony to recount circumstances and needs that dictated the establishment of such a structure. Prof. Smythe points out the drastic revisions occasioned by the advent of radio communications with an explanation of the nature and scope of the radio services. Four chapters are devoted to the international efforts toward an allocations policy.

Photo by HAROLD M. LAMBERT

In the Spirit of the Season

Every year at this time there grows within us a special sense of warm good will. . . . We feel humbly grateful for the opportunity to serve our area, and for the warm response to our effort. . . . To all who have helped make it possible, we extend

THE WARMEST GREETINGS OF THE SEASON

CBS

WCIA

CHANNEL THREE

Official CBS outlet for Central Illinois-Western Indiana area

45th TV MARKET *
* TV Mag.

ILLINOIS' 2nd TV MARKET

George P. Hollingbery, Representative

Approval From FCDA

EDITOR:

I can't let another day go by without thanking you for the very nice review you gave "The Day Called X" [IN REVIEW, Dec. 9] . . . perhaps our most important project to date. We plan on distributing prints of the film that appeared on CBS-TV to every target city in the U. S., plus civic organizations and local television stations. I predict that this film will get the largest distribution of any film to date.

Nat S. Linden
Director, Audio-Visual Division
Office of Public Affairs
Federal Civil Defense Administration
Battle Creek, Mich.

Not Too Many Commercials

EDITOR:

Regarding your "Too Many, Too Cheap" [EDITORIAL, Dec. 9], let me say about spots on radio being ridiculously low, you are right; about too many commercials, I don't agree. I have found out that the number of commercials does not affect the listening audience. I feel, and am probably the first one to tell you, that you have too many advertisements in your magazine. But I feel that is your business and, by the same token, the number of commercials on a station is the station's business.

I don't have to read your magazine, and if I do, I have to pay for it. By the same token you don't have to listen to radio, but if you do, you don't have to pay anything. So let's call it even. You run your business and let radiomen run their business.

C. E. Franklin
General Manager
WCEF Parkersburg, W. Va.

Beguiled by the 'Piper'

EDITOR:

Perhaps a longtime executive with a publication somewhat competitive with BROADCASTING should not be writing this fan letter. However, I must confess that for many months I have been showing your reviews to Mrs. Lovejoy and we agree that you are doing a splendid job with this feature. But, as far as we are concerned, you spoiled it all with your review of the "Pied Piper of Hamelin" [IN REVIEW, Dec. 2]. Here are two adults who were definitely beguiled by this program.

At any rate, I have been a Chesterfield smoker for a quarter of a century and Liggett & Myers might be glad to know that I will continue to "pay the Piper."

Ernie Lovejoy
Vice President
Sales Management
Chicago

A Name & a Compliment

EDITOR:

It was with interest we read your review of "Annie Get Your Gun" [IN REVIEW, Dec. 9], particularly your comments on the commercials, which were so well done and "integrated" with the songs from the show.

Since we have not heard the term "Integrated Commercial" being used, we would like to suggest this title as one most suitable to this type of tv commercial.

Charles Elwyn Hayes
Charles Elwyn Hayes Co. Adv.
Chicago

Big Things Ahead for NATRFD

EDITOR:

Congratulations on the fine coverage of the National Assn. of Television & Radio Farm Directors convention in Chicago [TRADE ASSNS., Dec. 9]. Like the broadcast media themselves, this bunch of energetic and dedicated fellows is due to grow mightily in stature and public service as a part of the media.

Layne Beaty
Chief, Radio & Television Service
U. S. Dept. of Agriculture
Washington, D. C.

Christmas Music at Christmas

EDITOR:

We have noticed a number of radio stations this year refraining from playing carols and the sacred type of Christmas music

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N. W. Washington 6, D. C.

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☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

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city *zone* *state*

Please send to home address — —

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BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters

Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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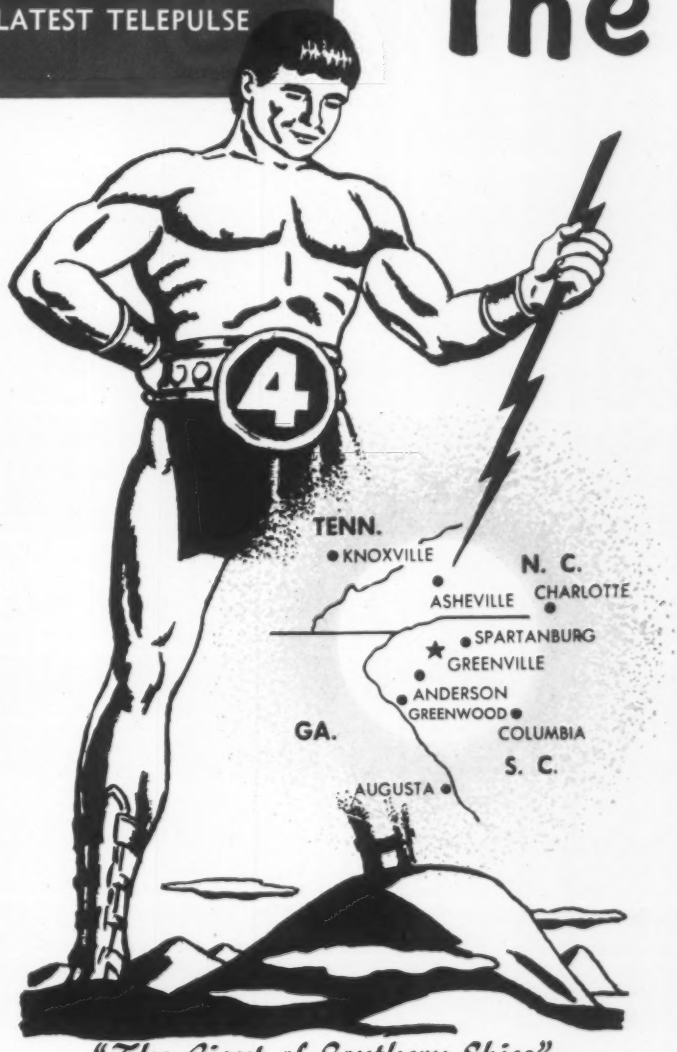
LATEST ARB, AND
LATEST TELEPULSE

"The Giant"



"The Giant of Southern Skies"
MAXIMUM POWER ON CHANNEL 4

AGAIN DWARFS ITS RIVALS

The July 1957 A.R.B. Report for Greenville - Spartanburg - Anderson shows WFBC-TV's complete dominance in this rich textile-industrial market.

The latest TELEPULSE REPORT (June 23-30, 1957) shows the same complete dominance in the five largest counties—Greenville, Spartanburg, Anderson, and Greenwood, S. C., and Buncombe (Asheville) N. C.—in our 58-county market. WFBC-TV led in 14 of the Top 15 Once A Week Shows; and had all 10 of the Top Ten Multi-Weekly Shows!

Ask us or WEED to show you the latest A.R.B. and the latest TELEPULSE.

Here's "The Giant's" 4-State, 58 County Market . . .

Population	2,021,900
Incomes	$2,240,153,000.
Retail Sales	$1,590,398,000.
Homes	511,900

Data from Sales Management Survey of Buying Power, May 10, 1957

Represented Nationally by
WEED TELEVISION CORP.

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK

38¢

per thousand*

A food processor buys
a thousand viewers for just 38c on KCRG-TV.
(Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa
ABC-TV for Eastern Iowa
The Cedar Rapids Gazette Station

* Based on November ARB Telephone Coincidental Survey.

until the last week before Christmas, implying that it is an original idea with them.

We know not how many stations are following the practice or for how long, but WKBZ has . . . for eight years . . . to maintain the religious beauty and dignity of the holiday itself.

Bill Bennett
Publicity Director
WKBZ Muskegon, Mich.

One Short

EDITOR:

Your BUSINESS BRIEFLY feature [ADV. & AGENCIES, Dec. 2] was one station too brief. You listed 22 stations carrying the Knickerbocker Plastic Co.'s toy schedule, through Hixson & Jorgensen of Los Angeles. KSTP-TV is carrying that schedule in this market.

James E. Blake
National Sales Manager
KSTP-TV Minneapolis-St. Paul, Minn.

[EDITOR'S NOTE—We regret KSTP-TV was omitted from the station list furnished us.]

EDITOR:

Both Hixson & Jorgensen and we are very happy that your good publication gave such excellent coverage to our story on Knickerbocker Plastics Co.

Helen Norris
Ryan-Norris
Hollywood, Calif.

Can Anyone Help?

EDITOR:

For some time I have been trying to find models of television production equipment. I would like to obtain models on such a scale that they could be used in conjunction with doll furniture for plays, and with small sets that could be built for other special programs. I hope you will be able to assist us.

Robert E. De Voe
Television Coordinator
Marquette U.
Milwaukee

OLD HAT

In 1944, Ted Bergmann, now president of Parkson Adv., New York, and Harry Algus, now director of public relations for National Telefilm Assoc., New York, were fellow officers, serving in Paris with the public relations section of Supreme Headquarters, Allied Expeditionary Forces (SHAEF). Mr. Bergmann borrowed an officer's cap from Mr. Algus and for reasons now vague forgot to return it. Last week, Mr. Bergmann was rummaging through some of his war mementos at his home in Manhasset, L. I., and found the cap bearing Mr. Algus' name. He turned the cap over to William Koblenzer, a Manhasset neighbor and an executive at NTA, who forwarded it to a puzzled but appreciative Mr. Algus.

a **DOUBLE** *or* **NOTHING**
offer to **STATIONS**
and to **AGENCIES**

how to **DOUBLE** *a bottler's home business in 30 days . . . with a money back guarantee!*

The Silver Dollar Man Program

guarantees results!

exclusive in your area . . . protected against imitation!

DOUBLES *home* **SALES**
of any volume product . . . or **BETTER**, *regardless of weather, competition, price!*

Here's a simple, practical, down-to-earth way to double a bottling company's sales (or better) in 30 days, regardless of the weather, competition or price. It's the SILVER DOLLAR MAN PROGRAM . . . now being made available through radio and television stations and agencies to local bottlers . . . and other distributors of home ice-box products.

It's an unrehearsed, spontaneous, "continuous commercial" show, guaranteed to make its sponsor the top-selling bottler in his area, through a virtually certain top-listenership program, with sure response. It's exclusive . . . and you pay us nothing if we don't increase your home refrigerator business by as much as 100% in the first 30 days.
Also wonderful for frozen foods, juices . . . any product that stays in home refrigerator or freezer, the most valuable storage space of all.

IN HARRISONBURG, VIRGINIA, Hamilton Shea of WSVA-TV: "Tremendous success . . . draws an average of 3,000 cards a week, with a peak week of 6,000 cards." IN TULSA, OKLAHOMA, over two years ago the millionth case of Pepsi-Cola rolled out of the plant of Ronald Capps. Then Ronald was using the Silver Dollar Man and nearly three years later he is still leaning on this program to maintain his high sales volume . . . what better recommendation could we give? IN COLUMBIA, TENNESSEE, Dr. Pepper Bottler finds the Silver Dollar Man program has stimulating effect on sales throughout his territory according to Co-owner Harry Cook. IN COLUMBIA, SOUTH CAROLINA, "Canada Dry sales for September 1954 were increased 290% over sales for the same month during the previous year."

Not only do you get exclusive rights to the SILVER DOLLAR MAN program . . . the creators *guarantee that it can't even be imitated.* The courts have upheld the copyright and other protection it enjoys. This is important . . . because others will want to imitate this amazingly successful program.

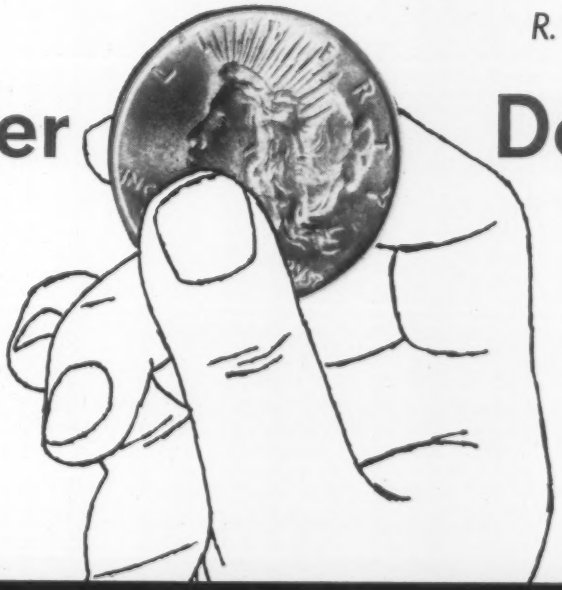
Simple and easy: you buy the rights to the show . . . we produce it for you and guarantee it . . . we offer exclusive merchandising service to get it started in your area, on your station. We know it never fails. That's why we offer this iron-clad guarantee.

FOR FULL DETAILS, WRITE OR WIRE:

R. A. (Bob) Perrott

"The Silver Dollar Man"

Brunswick, Georgia



AIMS *the answer to the bullseye . . .*

AIMS (Association of Independent Metropolitan Stations) offers a made to order list of stations ready to deliver maximum audience in 21 different cities.

AIMS the most active group in the Broadcasting Industry through periodic meetings and fact loaded monthly newsletters from all members, can supply you with most of the answers to your broadcast advertising problems. When you buy . . . BUY AIMS the perfect station list for every campaign.

You can expect the leading independent to be the best buy on the market . . .

CITY	STATION	REPRESENTATIVE
Baton Rouge, La.	WIBR	The Walker Co.
Buffalo, N. Y.	WBNY	Jack Masla and Co., Inc. West Coast—Lee F. O'Connell Co.
Dallas, Tex.	KIXL	H-R Representatives, Inc. Southwest—Clarke Brown Co.
Des Moines, Iowa	KSO	John E. Pearson Co.
Evanston, Ill.	WNMP	
Evansville, Ind.	WIKY	John E. Pearson Co.
Houston 1, Tex.	KNUZ	Forjoe & Co., Inc. Southern—Clarke & Brown Co.
Indianapolis 22, Ind.	WXLW	John E. Pearson Co.
Jackson, Miss.	WJXN	Grant Webb & Co.
Little Rock, Ark.	KVLC	Richard O'Connell Inc. Midwest—Radio-TV Representatives, Inc. Southern & Denver—Clarke Brown Co. West Coast—Tracy Moore & Associates, Inc.
Louisville 2, Ky.	WKYW	Burn-Smith Co., Inc. Regional—Kentucky Radio Sales
Omaha, Neb.	KOWH	Adam Young, Inc.
San Antonio, Tex.	KITE	Avery-Knodel, Inc.
Seattle, Wash.	KOL	The Bolling Co., Inc.
Spokane, Wash.	KLYK	Grant Webb & Co.
Stockton, Calif.	KSTN	George P. Hollingbery Co.
Syracuse, N. Y.	WOLF	The Walker Co.
Tulsa, Okla.	KFMJ	Jack Masla & Co., Inc.
West Springfield, Mass.	WTXL	The Walker Co.
Wichita, Kan.	KWBB	George P. Hollingbery Co. Southern—Clarke Brown Co.
Worcester, Mass.	WNEB	The Bolling Co., Inc.

IN PUBLIC INTEREST

Women Broadcasters to Aid AHA

The organization of the Heart Committee of Women Broadcasters, with NBC personality Arlene Francis serving as national chairman, was announced last week by the American Heart Assn. Approximately 1,500 women broadcasters are expected to aid the committee in "an intensified nationwide program to inform homemakers about the heart and its disorders."

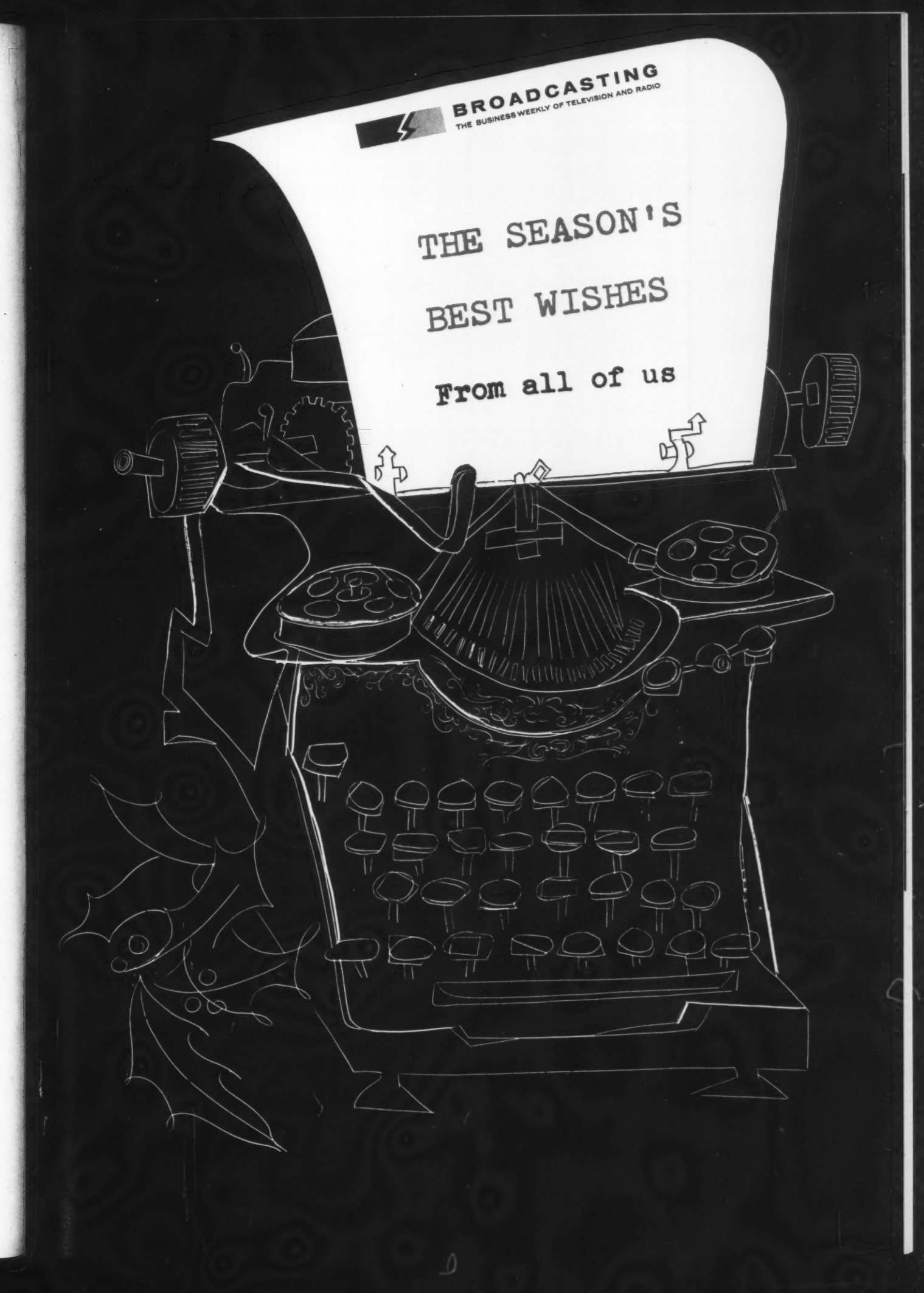
Committee members include Josey Barnes, KTVT (TV) Salt Lake City; Connie Cook, WOW-AM-TV Omaha; Doris Corwith, NBC; Jane Dalton, WSPA Spartanburg, S. C.; Anne Duke, WDBL Springfield, Tenn.; Pat Gay, KLZ Denver; Anne Hayes, KCMO Kansas City; Alice Heinecke, SESAC; Mary Hickox, KFI Los Angeles; Charlotte Moton Hubbard, WTOP-TV Washington, D. C.; Marjorie King, KNBC San Francisco; Elizabeth Leonard, KING Seattle; Paula Lohmann, WMBD Peoria, Ill.; Ruth Lyons, WLW Cincinnati; Vera Massey, WDSU-TV New Orleans; Mary Margaret McBride, NBC; Edythe Fern Melrose, WXYZ Detroit; Betty L. Merrit, WAGA Atlanta; Louise Morgan, WNAC-AM-TV Boston; Vi Stokesberry, WCKR Miami; Marian Young Taylor, WOR New York; Judith Waller, NBC, and Gladys Webster, WCAU Philadelphia.

CHRISTMAS TOYS • WOOD-AM-TV Grand Rapids and WJIM Lansing (both Michigan) took part in "toys for tots" programs. The former made use of a 50-entertainer telethon while the latter held a family "record hop." With the help of local Marine reservists, both projects resulted in a multitude of toys donated for needy children.

CHRISTMAS JOBS • WBAL Baltimore's Molly Martin was commended by the Maryland Dept. of Employment Security for publicizing on her daily show announcements by the department on available Christmas season jobs. Within three days after she interviewed a department representative on the morning show, the department reported, 53 persons called to inquire about jobs and an average of seven have called every day since then.

WBC BACKS UNICEF • Westinghouse Broadcasting Co. tv stations promoted the sale of UNICEF (United Nations Children's Fund) Christmas cards by showing a five-minute film made for this purpose by Bil Baird and adding their own plea that the public help UNICEF bring nourishment and medical care to destitute children throughout the world. Each station also arranged for distribution of brochures and took care of inquiries in its area.

BETTER BUSINESS • WDGY Minneapolis, via its new series, *The Better Business Bureau Reporter,* informs listeners of fraudulent business practices in the area. Material is gathered from Better Business Bureau case histories and from listeners, who are encouraged to report violations known to them.


BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO
THE SEASON'S
BEST WISHES
From all of us

WILS

the key station in

MICHIGAN'S*
MIGHTY MIDDLE
MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Venard,
Rintoul & McConnell, Inc.

* 17 Central Michigan counties with $1,696,356,000 spendable income.

WILS
music news sports

71

OUR RESPECTS

to Benjamin Harris Wells

RADIO-TV are "essential" to the full marketing concept of "total selling" at the Seven-Up Co., St. Louis, simply because they "reach the buying public as no other media can," according to Ben Wells, vice president and director of sales and advertising.

"Total selling is a way of putting the marketing concept to work," he explains. To dramatize this theory Mr. Wells travels over 75,000 miles each year, equipped with such props as Indian headdress and totem pole, for upward of 100 speaking engagements. "Total selling is jet-propulsion," he adds, with everybody, including the field salesman, urged to get into the marketing act.

Development of this *modus operandi* at Seven-Up owes a good deal of its sparkle to the personal effervescence of Ben H. Wells, who is responsible for supervising the firm's present $5.5 million advertising program. Nearly half of the regular expenditures go into network and spot tv, plus another $300,000 for the current November-December "Seven-Up Airlift" campaign on network radio and television. A $6 million budget is under study for 1958.

In his presentation ("How to Gear Advertising to Total Marketing"), Mr. Wells removes "sacred effigies" (name plaques for the research, sales, advertising, sales promotion managers) from the totem pole and arranges them in a crescent on a table ("quite different from having the idea hatched at the top of the totem pole and passed, full-blown and immutable, to lower heads"). Then he substitutes cards, replacing the totem pole concept with "total selling" ("Plan It Together, Get Everybody in the Act, Help Everybody Sell").

Mr. Wells abandoned a promising teaching career when he joined Seven-Up 19 years ago. Born Benjamin Harris Wells in Saginaw, Mich. (June 11, 1906), the son of a dentist, he sold advertising space, magazines, automobile accessories and men's wear house-to-house and retail in his undergraduate days at the U. of Indiana (1922-25). He also edited the college yearbook and wrote a daily student newspaper advice-to-the-lovelorn column. He majored in English at the U. of Michigan, also taking a year of law, and received an A.B. in 1929 and masters' degree in 1931.

Mr. Wells taught English at John Burroughs School, St. Louis County, from 1929 to 1931, served as a teacher at the U. of Michigan's School of Education for two years and resumed at John Burroughs in 1933. He gave up teaching to join Seven-Up in 1938, traveling as sales contact representative for franchised bottlers and writing advertising copy under the late C. L. Grigg, president-founder. Successively he became sales promotion manager, sales manager, vice president for sales and advertising and finally (in 1951) vice president and director of sales and advertising. During this span, Mr. Wells helped build Seven-Up's field sales organization through his sales promotion efforts. Today, there are 7,500 Seven-Up "sales makers" in 500 franchised bottling operations, also active locally in broadcast media.

A leading soft-drink manufacturer, Seven-Up's reliance on broadcast media can be gleaned from its properties: alternate weeks of ABC-TV's *Zorro;* participations on CBS Radio's *Amos 'n' Andy* and NBC's *Pepper Youngs Family, Woman in My House* and *One Man's Family,* plus spots on ABC-TV's *American Bandstand* and *Sugarfoot* and NBC-TV's *Tonight* and *Wagon Train.* (Local bottlers buy radio spots in individual markets.) Out of Seven-Up's regular 1957 $5.5 million budget, an estimated $2.5 million was in tv, primarily spot (*Zorro* is relatively new property).

For several seasons Seven-Up enjoyed substantial success with the syndicated *Soldiers of Fortune* package on a spot basis, but started dropping its 140 markets last summer when it found the opportunity to get into network television for the first time (with *Zorro*). Mr. Wells makes plain this was no reflection on spot tv and that *Soldier* did a good job for the company.

Mr. Wells, who bowed out as a director of the Assn. of National Advertisers at its recent convention [LEAD STORY, Nov. 4], feels the "Frey Report" on agency services and compensation methods will have "profound implications and value for use by advertisers and agencies in improving their working relationships."

Aside from the ANA, he also is past regional director and education chairman of National Sales Executives, former member of the Adv. Club of St. Louis' board of governors, past board member of the Sales Executives Assn. of St. Louis and is active in Community Chest and other civic and education activities. He belongs to the Phi Beta Kappa and Sigma Chi fraternities.

Mr. Wells married the former Katherine Gladney (June 17, 1938) and they have two children, Katherine Graves, 17, and Ben Gladney, 14. Mr. Wells lists figure skating, deep breathing, shallow diving, and downhill skiing as his hobbies.

Season's Greetings

FROM THE SANTA WHO

Delivers

The Providence Market*

***Every day of the year!**

WJAR-TV

CHANNEL 10, PROVIDENCE, R. I.

NBC abc

Represented by Edward Petry & Company, Inc.

704-7

RCA ANNOUNCES A FOR COLOR AND MONOCHROME

Combines the Picture Quality of Live Presentations with the Storage and Rerun Benefits of Film

Immediate Playback

No processing involved. Rerun immediately. Use as often as desired. Store program material for use at any time.

Sound Monitoring and Dubbing

Sound monitor head provides simultaneous playback during recording. Separate sound erase head permits dubbing and re-recording without disturbing picture information.

Operating Convenience

Special operative instructions can be recorded along with picture information, thanks to independent cue channel. A tape footage indicator provides precise cueing reference. Both local and remote controls are included.

Built-in Erase Head

Built-in head completely erases tape prior to recording. It is de-energized in playback.

Air Lubricated Tape Guides

New design tape guides precisely control the tape path. Air lubricated and virtually frictionless, they permit control of lateral positioning without distortion of tape edge.

Handles Color and Monochrome

Records and reproduces all standard video signals, color or monochrome, with equal facility . . . Available also for monochrome only. The ability of the RCA Video Tape Recorder to handle both color and monochrome program material with excellent results makes it a useful facility for television stations.

Orders are being accepted now. You can get the whole story from your RCA Representative. Or write for descriptive literature. In Canada: RCA VICTOR Company Limited, Montreal

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

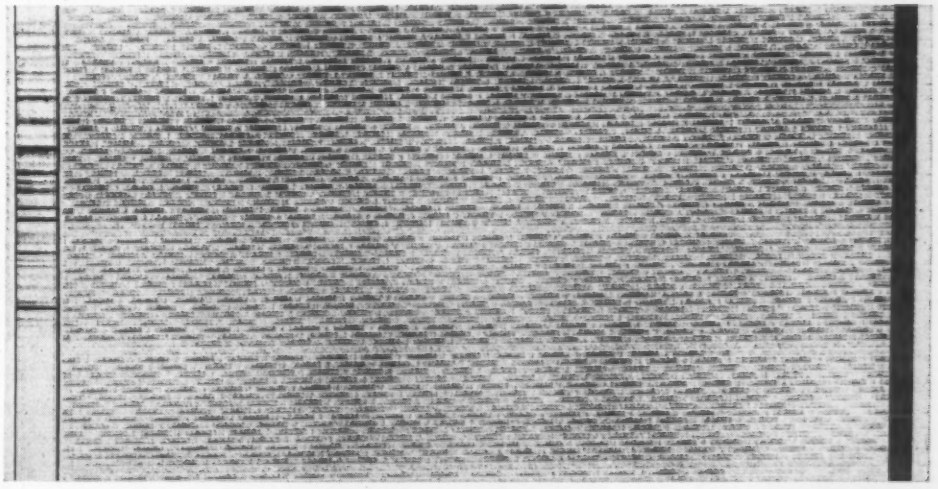
Tmk(s) ®

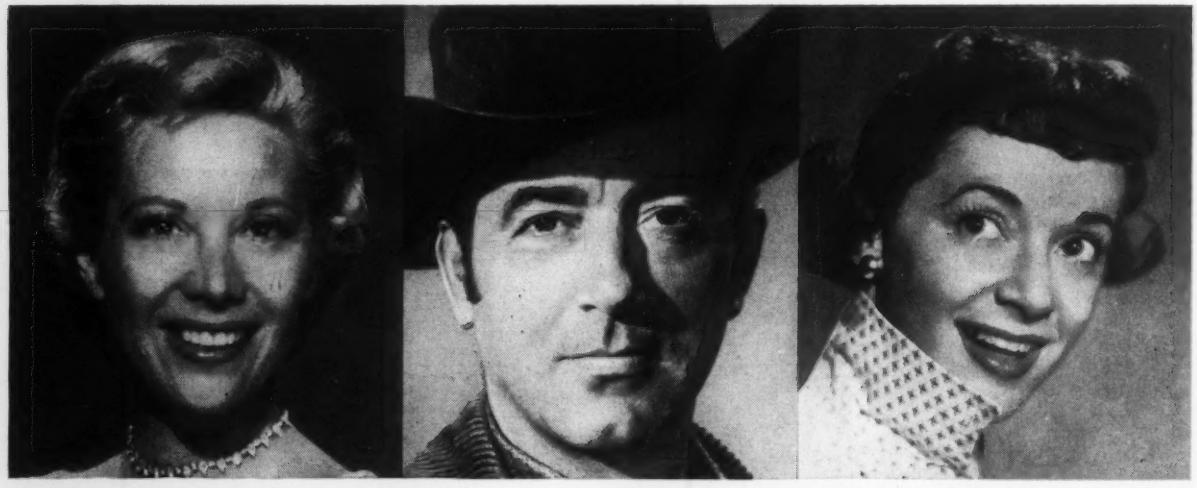
A VIDEO TAPE RECORDER

Close-up of RCA Video Tape Recorder as viewed by Thomas E. Howard, Vice-President, WBTV and E. C. Tracy, Manager, RCA Broadcast and Television Equipment.

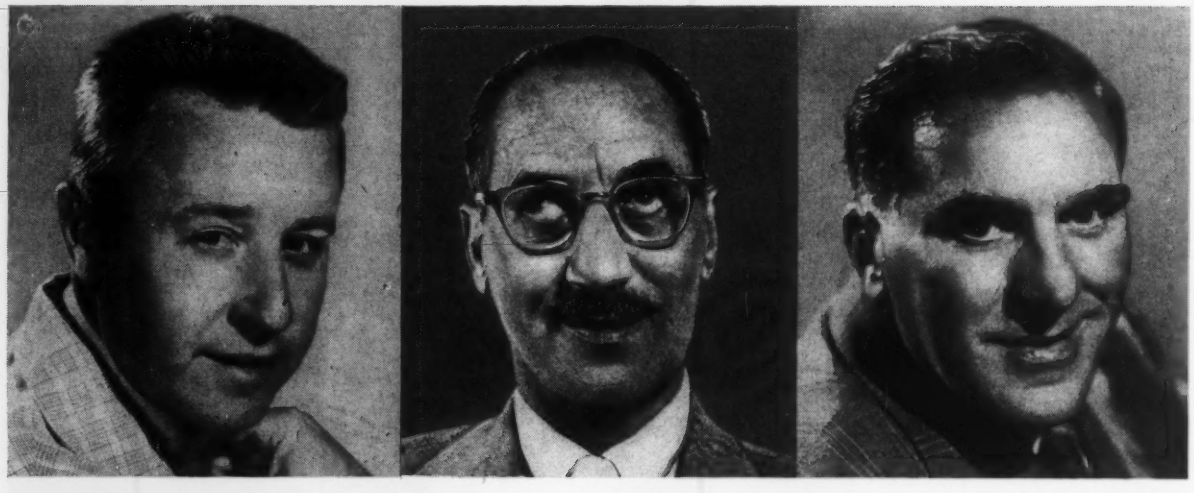
SOUND AND PICTURE TRACKS ON VIDEO TAPE

This is a magnified view (2¾X) of a small piece of recorded 2-inch video tape. It has been treated to make the recorded tracks visible. Picture information is recorded in transverse lines. Program sound is recorded longitudinally along the left edge. Servo control and cue information are recorded longitudinally along the right edge.





PICK YOUR SPOT



AMONG THE STARS IN WASHINGTON!

During the prime "AA" nighttime hours, when the stars shine brightest, WRC-TV averages a *43% greater share of audience** than any other station in the Capital! And if you call pronto, WRC-TV will arrange ten-, twenty-, or *the new thirty-second spots* in this prime evening time adjacent to the greatest stars and shows in television.

If you figure lovely ladies attract the customers, set your sights on availabilities flanking programs such as "The Dinah Shore Show" and "The Gisele MacKenzie Show." Or go Western with a fast-action show like "The Restless Gun." Or use comedy to gladden the hearts of your stubbornest prospects. Pick your spot before or after shows like "The George Gobel Show," "Groucho Marx—You Bet Your Life" and "The Life of Riley." A choice few of these spots among the stars are available *now*. Call WRC-TV or your nearest NBC Spot Sales representative.

WRC-TV 4

SOLD BY NBC SPOT SALES

WASHINGTON, D. C.

* *ARB—Washington, D. C., Metropolitan Area Report—October 1957.*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 53, No. 26 DECEMBER 23, 1957

FOUR-YEAR TV RENEWAL FOR ASCAP?

- **But proposals still must clear ASCAP board and broadcasters**
- **Broadcasters want, but can't get, protection from lawsuits**

The ticklish job of negotiating new ASCAP music performance licenses for television appeared late last week to be getting closer to the end.

ASCAP, the three tv networks and a majority of the 15-man committee negotiating for local contracts were all reported in tentative agreement on renewal of the current contracts for four years. Plans were afoot in the local-contract committee to poll—possibly today (Monday), by letter—the approximately 250 stations underwriting the committee's work.

ASCAP representatives were said to have started the wheels turning by indicating, after months of intermittent sessions with the broadcast groups, that they were willing to relay to the ASCAP board of directors a proposal that current licenses be extended. But the ASCAP committeemen also stipulated, it was understood, that they would go along with such a deal only if the networks and at least 85% of the stations accepted it.

Current tv licenses expire Dec. 31. Providing for blanket use of ASCAP music, they call for stations to pay 2.05% of time sales involving ASCAP music, plus a sustaining fee equal to the stations' highest quarter-hour card rate per month. Networks pay 2.5% of time sales and their sustaining fee is 110% of the highest half-hour rate per month.

The broadcasters' local contract committee, headed by Irving Rosenhaus of WATV (TV) Newark, N. J., and network authorities have been negotiating separately with ASCAP. All three networks were reported to be inclined to go along with extension of present network contracts, while the latest known vote among local-contract committeemen was said to favor extension of the local contracts by 12 to 2, one member not voting. The 15th vote subsequently came in but its nature was not learned immediately. There were indications late Thursday that some switches might yet occur, however.

Chairman Rosenhaus and former Judge Simon H. Rifkind, counsel to the committee, talked with committeemen by conference call last Wednesday. First vote was 8 in favor of extending current contracts, 4 opposed and 2 "passing." Later it became 9 to 5 and when the non-voting member's choice came in, the count stood 10 to 5. Later the "ayes" raised to 12 and the "nays" dropped to 2.

Chief opposition to the plan throughout most of the discussion of the past few days, it was understood, was directed not so much at the terms involved but at the lack of any sort of guarantee on ASCAP's part that the broadcasters would not be subjected to further lawsuits by ASCAP songwriters.

Actually, since one can hardly "guarantee" against lawsuits in any field, what the committee wanted was a statement by ASCAP that it was entering into the contract legally and without pressure, so that pressure and antitrust violations might not be alleged in future suits.

Broadcasters have in mind especially the suit filed more than four years ago—and still pending—in which a group of songwriters, all of them ASCAP members, are seeking to divorce Broadcast Music Inc. from its broadcast ownership, dissolve NARTB and collect $150 million in damages.

It is the view of some opponents that since a voluntary agreement presumably will not give such protection, the better course is to let the courts fix the fees—a procedure available under a 1950 agreement to the consent decree ASCAP signed in the early 1940's.

At one point in the negotiations, it was understood, there were proposals for a long-term new contract of, say, 10 years. But the consent decree limits contracts to five years, and four years was finally decided upon.

A voluntary agreement between broadcasters and ASCAP, merely extending the present agreements, would not have to be submitted for court approval. But some committeemen feel any deal should be submitted to the courts anyway, as a legal deterrent to further songwriter suits.

Among those favoring extension of pres-

NEGOTIATORS FOR THE INDUSTRY

Irving Rosenhaus
WATV (TV) Newark

Charles Britt
WLOS-TV Asheville

Roger W. Clipp
WFIL-TV Philadelphia

Sam Cook Digges
WCBS-TV New York

F. E. Fitzsimonds
N. Dak. Broadcasting

Elisha Goldfarb
RKO Teleradio

Nathan Lord
WAVE-TV Louisville

Dwight Martin
WAFB-TV Baton Rouge

John McCoy
Storer Broadcasting

Clair McCollough
WGAL-TV Lancaster

John T. Murphy
Crosley Broadcasting

Hamilton Shea
WSVA-TV Harrisonburg

Edward G. Thoms
WKJG-TV Fort Wayne

Lloyd E. Yoder
WRCV-TV Philadelphia

ABC-TV's Omar Elder, also on the committee, was not available for BROADCASTING's *photographer.*

ent terms there was a fear that going to court would be a calculated risk, because the courts conceivably might be swayed by ASCAP to increase the fees.

One argument of this group is that some 85% of the music on network tv at night is licensed by ASCAP, although payment to ASCAP is only 2-to-1 over payment to BMI, and accordingly a court might be persuaded to increase ASCAP's ratio.

On the other hand there was some feeling that in view of the preponderance of ASCAP music on the networks, BMI rates might be felt to be too high. BMI contracts expire March 11, 1959, and some sources fear a movement might develop to reduce BMI rates and that the result might be a reduction in income endangering BMI's relations with writers and indeed its very existence.

CBS explained the contract renewal proposal to its affiliates in a closed circuit last Tuesday.

The ASCAP contract with radio networks and station expires Dec. 31, 1958. It offers the choice of a blanket contract based on 2.25% of station receipts (minus commission) or a per piece arrangement. An all-industry radio committee to negotiate with ASCAP is to be proposed at the NARTB annual convention in Los Angeles April 27-May 1, following the pattern of tv negotiations at the 1957 convention. NARTB Radio Vice President John F. Meagher will report to the NARTB Radio Board when it meets in Phoenix Jan. 23 and will describe ASCAP developments.

ADVERTISERS & AGENCIES

ARB SET TO BRING IN INSTANT RATINGS

Arbitron's target dates: 7 cities in January, all U.S. within year

Instantaneous ratings, electronically flashing tune-in data on network programs, will be operating in seven cities by the end of January 1958 and across the country before Jan. 1, 1959.

With those disclosures, American Research Bureau last week unveiled its "Arbitron" [ADVERTISERS & AGENCIES, Dec. 9] before an advertiser, agency and network audience in New York. According to ARB Director James W. Seiler, service in New York itself will start Jan. 1. He added that the achievement of nationwide operation probably will come "well before" the end of 1958.

The Arbitron system is based on devices placed in sets in sample homes. These are linked by telephone line to a central office and provide reports at 90-second intervals as to what channels they are tuned to, or whether they are off. In the central office these reports are computed by electronic machines and are recorded both on paper and (in lights) on a large display board which shows how a station's tune-in changes minute by minute. A client sitting in the board room can watch his program and at the same time see how each part of it fares in terms of ratings.

Mr. Seiler said tentative rates for station subscribers in New York range from $850 to $2,700 per month for complete daily reports, the charge depending primarily on the station's rate card. He said ARB's current agency clients would get the Arbitron reports as part of their regular service for a month or so and then would be offered Arbitron on their choice of a weekly or monthly basis. He estimated that the seven-city service would cost networks around $6,000 a month.

He acknowledged that the New York charge for stations is higher than that of any other rating service but pointed out that no service is providing ratings at 90-second intervals every day of the month. One New York station, he noted, charges $2,300—almost as much as the highest monthly fee for Arbitron—for a single spot announcement. He expressed hope that the eventual national service could be priced equal to or less than the recently raised charges for the A. C. Nielsen Co. tv service.

The markets currently being equipped for the seven-city service are New York, Chicago, Philadelphia, Detroit, Cleveland, Baltimore and Washington. From these, reports will be fed into New York for "instant ratings" on competing network programs. Mr. Seiler said that in selecting them ARB took the list of 23 cities where all three networks compete and from this list chose the seven where ratings conformed most nearly to the ratings from the full 23-city group. The correlation between ratings in the seven cities and those for the entire group was 99%, he said, adding that the ratings for the seven would be representative of those for all 23.

Local service also will be started in about six weeks in Chicago and Los Angeles, he reported.

Many Want Their Own

The ARB chief said he has received offers from a number of prospective clients but that he does not want to accept firm orders until the New York service is actually in full operation. He also reported that agencies, advertisers and networks have expressed interest in having Arbitron boards installed in their own offices and that ARB expects to go into this field, probably on a rental basis. The boards, which cost around $5,000, can be fed by the same equipment that operates the board at ARB headquarters.

ARB will have devices—called Transponders—in 300 homes in the New York area. Mr. Seiler acknowledged that this is by no means the first system involving wired homes, but pointed out that where the others were wired directly to the central office, Arbitron brings all 300 in on only 12 lines. The line cost for 300 homes, he said, comes to about $3,900 a month, as against $35,000 to $40,000 a month if each home were wired directly to the ARB center.

The 300 homes were chosen by the most accurate statistical method possible, Mr. Seiler asserted. He estimated that a rating of 10 would come within 1% of the actual tune-in for the entire New York area.

He said the seven-city service would have slightly more than 600 wired homes and that ARB is "shooting for" 1,200 homes for the national sample and hopes to increase that figure. The sample for the national service already has been drawn, he reported.

Mr. Seiler made clear that ARB has no outside financing on the project. He estimated that the investment in Arbitron in New York, Los Angeles, Chicage and the seven-city service would come to about $750,000.

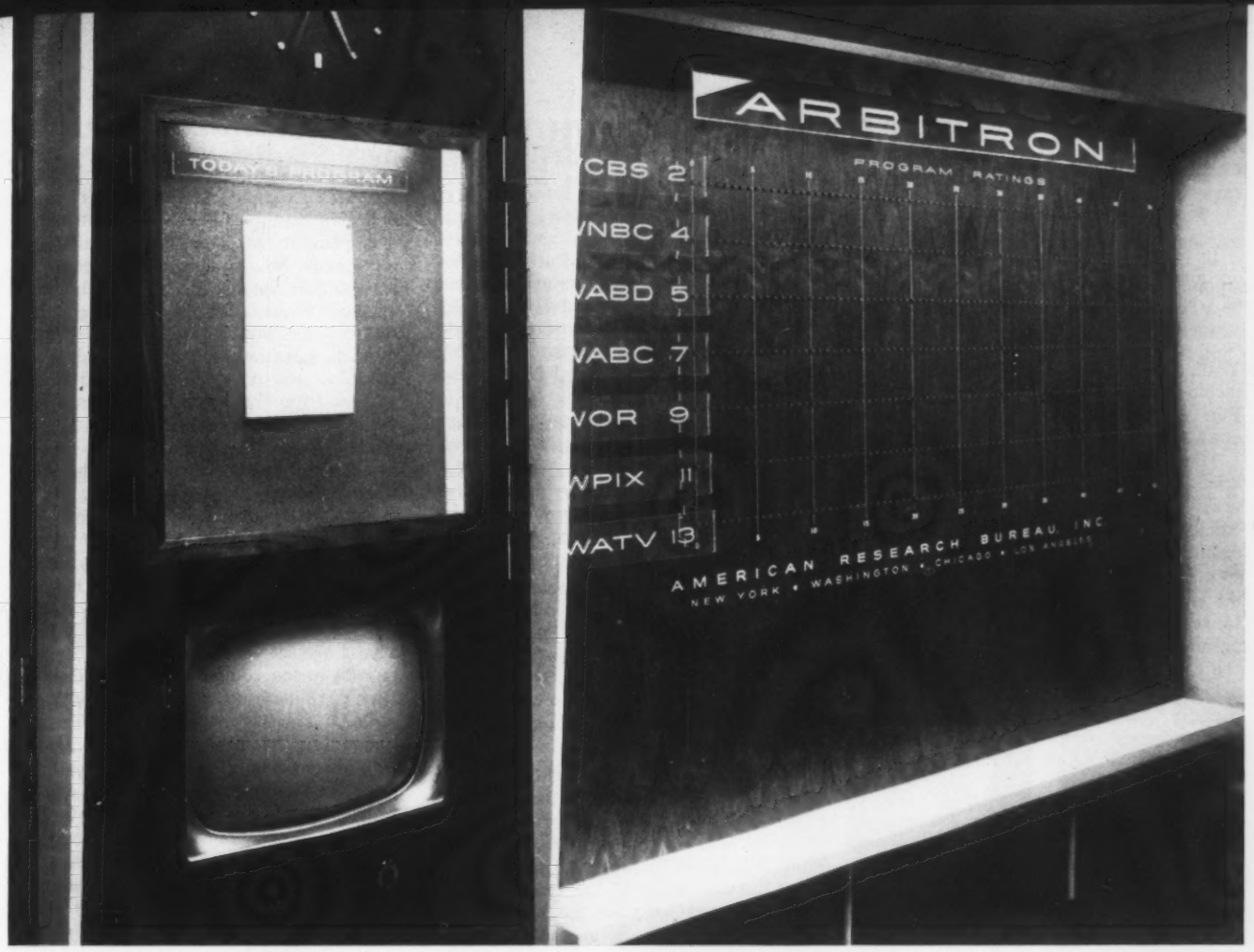
The equipment was designed and manufactured for ARB by Taller & Cooper Div., American Electronics. Board Chairman P. W. Zonne of American Electronics and Engineering Vice President Michael Platzman of Taller & Cooper were on hand at the unveiling for newsmen, held Wednesday.

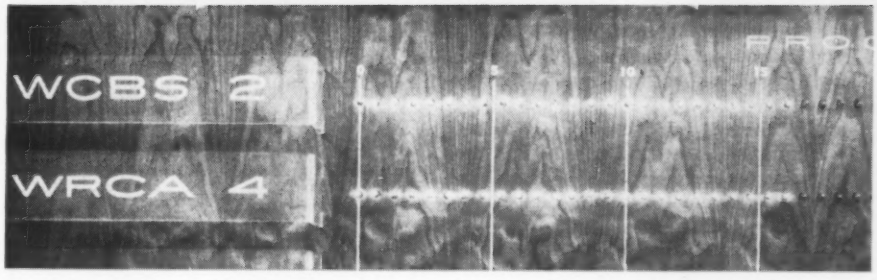
The demonstration was conducted with only about a dozen homes reporting, but officials explained that the number of homes would grow rapidly as the telephone company's balancing of lines proceeded. Approximately 200 homes already have been hooked up, they reported.

The Transponders in the home sets are triggered every 90 seconds by a tone transmitted from the operations center. In answer, each sends back another tone which tells whether or not the set is on and, if on, the channel to which it is tuned. Each Transponder uses a different tone, so that it is possible to spot quickly the source of trouble if any develops.

The signals come via the 12 telephone lines to a unit which identifies and counts them. Then they feed to another unit which totals them and passes them into a machine which prints the findings on a continuous roll of paper. This shows the number of homes tuned to each of the seven New York channels, the number tuned to stations outside New York, and, as a check on operations, the number of homes reporting. It also shows the time of each rating.

Every 15 minutes the Arbitron staff will transfer the printed ratings to daily rating sheets which list the program and rating for every telecast on every station, day and night. These reports will be sent to clients by messenger the following morning. Monthly rating reports also will be issued; they will summarize the individual ratings, giving the average for the month and showing





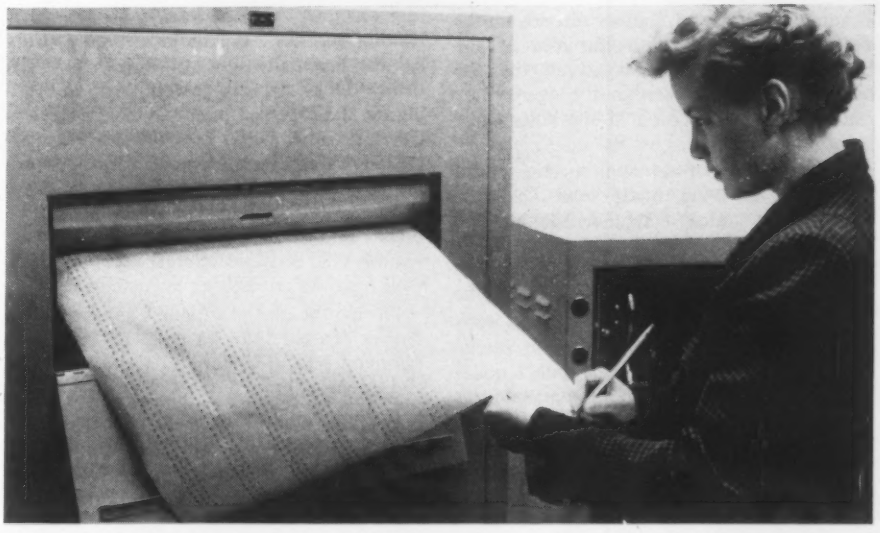
ARBITRON BOARD *shows ratings as they happen. Each light bulb represents two sample homes. In demonstration at left, 25 bulbs (50 homes) are lit for each station. Total sample is 300. Hence rating for each station is 16.66 (percentage of total sample homes tuned to each).*

share of audience for each program. Clients wanting immediate ratings can get them by telephone after the show, or can watch them personally on the Arbitron auto-board.

Mr. Seiler said development of Arbitron certainly does not mean ARB will de-emphasize the use of diaries in getting ratings. In markets where ratings are needed fast and often, he said, the Arbitron is the most practical solution. But in markets where this need is not urgent, he added, ARB will continue to use the diary method.

"In a sense," he said, "ARB was just the catalyst in [Arbitron's] development. With tv costs going higher, advertisers and stations alike have been demanding some form of research for major markets that would give them a quicker reflection of viewer reaction to their programs. Arbitron is the answer—the ultimate in fast and accurate research reporting."

In answer to a question, Mr. Seiler said Arbitron could be adapted to radio but that the job would be "tough and expensive." He said ARB is "working on that now," but doesn't yet know whether a radio version would be practical economically.



ARBITRON PRINTER *records exact ratings every 90 seconds, is device which researchers will use more than Arbitron board. Board shows ratings instantaneously, but can err by several tenths of one rating point because each light bulb is two homes instead of one, is lit when one home tunes program, hence can slightly inflate rating.*

KUDNER LOSES BUICK, $23 MILLION

- **Agency reshuffle, retirement plans of President Ellis follow**
- **History's biggest account loss ends 22-year association**

In what is believed to be the largest account loss in history, the Buick Division of General Motors Corp., Flint, Mich., last week announced the termination of its 22-year association with Kudner Adv., New York, touching off a chain of events that included the projected retirement of J. H. S. Ellis, Kudner president, and a realignment of the executive staff of the agency.

The account bills an estimated $23 million, representing about one-third of Kudner's overall business. Although reports circulated that Buick's defection could deal a death blow to Kudner, which has lost other substantial accounts in recent years, a spokesman for the agency said unofficially that its personnel "is not completely dispirited" and expressed confidence that the agency would "bounce back, as we have done in the past."

MR. ELLIS

In its announcement, Buick made no mention of a successor to Kudner but noted the company has "several agencies in mind." The development precipitated a current of speculation and rumor as to the reasons for Buick's disenchantment with Kudner after 22 years and about the agencies said to have the inside track as possible successors (see facing page).

Buick's decision, announced Monday by E. T. Ragsdale, general manager of the division and a General Motors vice president, was followed on Tuesday by news of Kudner's reorganization plans and on Wednesday by Mr. Ellis' announcement that he plans to sell out and retire. Although the announcements from Kudner did not tie the developments there with the loss of the Buick account, there is little doubt that the reorganization plans within the agency are traceable to the decision of the automobile manufacturer.

Mr. Ragsdale's brief announcement said the move is being made with "extreme regret," and added: "Kudner has handled the Buick account for 22 years in a manner that has brought credit both to the agency and ourselves. But I feel it is now in the best interest of both parties that Buick seek advertising elsewhere."

No definite termination date with Kudner has been set. An agency spokesman said this means Kudner will continue to receive billing on the account for the remainder of the 1958 auto model year, running to October.

Though no reason was given for the move, it is known that one source of irritation to Buick has been that it lost third place in auto sales in 1957 to Plymouth (Ford and Chevrolet are rated No. 1 and 2). Friction also arose between Buick and Kudner last August when, during the telecast of the heavyweight championship bout between Floyd Patterson and Tommy (Hurricane) Jackson, an announcer injected a commercial for Buick the instant the bout was stopped and before Floyd Patterson was declared the winner.

At that time, Mr. Ragsdale apologized to the public for "the inept handling and bad timing of the commercial." Although Kudner blamed NBC-TV for the intrusion and the network, in turn, blamed the agency, Buick reportedly felt that Kudner had to bear responsibility for the fluff.

Mr. Ellis would not comment on the loss of the Buick account. Other officials of the agency would not comment directly on the development. One spokesman said that "no one likes to lose an account, especially one like Buick, but we all feel that now we must work harder than ever to land new business."

Advertising industry leaders could not recall a larger account that has been dropped. The loss overshadows by far those of D'Arcy Adv., which lost approximately $15 million in annual billings in the transfer of the Coca-Cola Bottling Co. account to McCann-Erickson two years ago, and of Foote, Cone & Belding which surrendered the estimated $10 million American Tobacco Co. (Lucky Strike) account to BBDO in 1948.

The deflection of Buick comes on top of the loss by Kudner of the substantial Texaco account early in 1957 to Cunningham & Walsh (estimated billing: $5 million). But a Kudner spokesman said part of this loss was recouped during 1957 through the agency's acquisition of the General Telephone Corp. account (estimated billing: $2 million) and the Clipper Cargo Div., Pan American World Airways (estimated billing: $750,000). There was no indication that Kudner would lose other General Motors accounts. It handles the advertising for the Frigidaire Div., the GMC Truck & Coach Div. and the institutional advertising for the parent company, General Motors Corp. Its other larger accounts are National Distillers Corp. and Goodyear Tire & Rubber Co. An agency spokesman said the Buick loss is not likely to affect any of the other GM business since, he said, the various GM divisions operate autonomously, with separate advertising departments.

During the past year, Buick sponsored the *Patrice Munsel Show* on ABC-TV and *Wells Fargo* on NBC-TV, both on alternate weeks, and spent a limited budget in spot radio.

Despite the loss of Buick, there are no immediate signs that Kudner is thinking in terms of a substantial reduction of its staff, according to a spokesman. He pointed out the account "is going to be in the shop until the fall."

Earlier this year, another automotive account, Studebaker-Packard, shifted its approximate $8 million business from Benton & Bowles, New York, to Burke, Dowling, Adams, New York.

The day after Buick's decision, Mr. Ellis announced a realignment of Kudner's executive staff and on Wednesday revealed his own plans to retire and sell his interest in the agency. Mr. Ellis, 64, reported he plans to complete the sale next month under an agreement restricting his sales negotiations to other executives of the agency. Mr. Ellis stressed, however, that he has not decided when he will retire and indicated his departure from the agency is not imminent. He added that he plans to reinvest the proceeds from the sale in timber land he owns in Virginia, where he will make his home when he leaves the agency.

As part of the realignment move, Mr. Ellis announced the resignation of Myron P. Kirk, senior vice president and director of radio and television. Mr. Kirk said his resignation "had nothing to do with the Buick loss," adding that he had offered to resign a year ago, at which time he sold his 10% interest in the company. At that time, Mr. Kirk continued, his resignation was not accepted. It was understood Mr. Kirk's reasons for wanting to leave Kudner were connected with his growing interest for the past several years in the Broadway theatrical field, to which he wants to devote more time.

Top-level changes announced by Mr. Ellis cover the election of Paul E. Newman, general director of the art department and senior vice president, and C. M. Rohrabaugh, vice president, secretary and director of account management, as executive vice presidents, and of Donald Gibbs, a board member, as a vice president. Mr. Gibbs was named to handle temporarily the duties relinquished by Mr. Kirk.

Mr. Newman and J. W. Millard, vice president and account manager, were elected to the executive committee, of which Mr. Rohrabaugh becomes chairman. Other members of the executive committee, which assumes all managerial responsibility for the agency, are Mr. Ellis, Charles R. Hook Jr., Vincent F. Aiello and William J. Griffin Jr.

Client, Agency Growth Causes Breakups—Bolte

What causes breakups in long-term agency-client relationships?

It's the unparalleled and unprecedented growth of companies and coincidentally of the agencies, according to Benton & Bowles Executive Vice President Brown Bolte.

MR. BOLTE

Mr. Bolte spoke Tuesday before the Radio & Television Executives Society's timebuying and selling seminar in New York. His opinion on advertiser-agency severances came after his formal speech (subject: "Why Clients May Seem Peculiar") and during a question-answer session.

The speaker pointed out that today the

$23 MILLION QUESTION: WHO GETS BUICK?

The $20-million-plus question along Madison Avenue last week was: "Who is going to land the Buick account?"

Almost immediately after Buick announced the end of its 22-year association with Kudner Adv., New York (story, opposite page), numerous rumors began to crop up. The only official word from Buick was that the company has "several agencies in mind."

Those mentioned most frequently as heir to the lucrative account, whose billing is placed unofficially at $23 million, are Leo Burnett Co., Ted Bates & Co., Benton & Bowles and Compton Adv. Spokesmen for these agencies declined to discuss any presentations they may have made for the account, but there are advance reasons why some of these agencies could be in the running.

It is known Burnett is interested in acquiring an automotive account and the agency in recent months has been advertising heavily in Detroit newspapers, citing its services and facilities. Compton figures in the speculation because E. J. Owens, a vice president, was associated with Kudner for 22 years until last summer and was active many of those years on the Buick account. Benton & Bowles, which had considerable automotive experience with the Studebaker-Packard account until S-P shifted last spring to Burke Dowling Adams, also is known to be eager to land a strong automotive account.

Indications are that Buick will not make an immediate announcement since Kudner will handle the account until next fall and the new agency will have had an opportunity to study the account.

IT'S INSTINCT, BURNETT TELLS DETROIT

How does an agency pitch for an auto account?

Chicago's Leo Burnett Co. has been doing it with full-page advertisements in Detroit newspapers. The theme of one current series is "The Vanishing American," which asks what has happened to the man from Missouri. Burnett says auto customers put their heads under the hood less and less and ask fewer questions, noting, "People are putting their trust in their buying instincts rather than in their cerebral sagacity."

The Burnett copy flows on to column three and the clincher in successive clipped paragraphs:

"Advertising is the reason.

"Advertising of a certain, peculiar, particular, modern kind. Advertising that does not outwardly try to convince or persuade or argue or compete.

"It is the kind of advertising that is making selling history today in other fields.

"It has yet to make its impact felt upon the automotive world.

"It is thoroughly understood by only a few. And only a handful can make it work.

"They are men who know this simple fact about today's new-car buyer:

"It's not so much what he thinks as how he feels.

"P. S. One of these days some manufacturer is going to unleash the power of this new, modern selling force for an automobile. We would like to help him."

agency is engaged in more than advertising work for the client and is expected to perform a "counseling service" to the client's marketing effort. Thus, demands and conditions have changed.

Nevertheless, he declared, actually not too many of the top national advertisers are "unhappy" nor considering a change of agency. He said that B&B, in looking into these situations, finds that most advertisers find it "better to resolve" problems with their own agencies than to go through the "agony of an agency change."

Mr. Bolte observed that many agency shifts are caused by industry diversification. Thus, new products offered by the client sometimes create a competitive situation or conflict with those products already being handled by the agency.

Mr. Bolte answered a query on who at B&B makes the decision "on what media will be used," stating flatly that the "recommendation always is developed by the media department," though he outlined the various steps through which the recommendation must go within the agency before it is finally approved by the plans group. B&B, he also stated, expects its media people to be "creative and objective."

In his formal talk, Mr. Bolte explained at length the changes in operating procedures within a company which modify a firm's advertising objective. His advice:

To timebuyers—Help both clients and media representatives by obtaining all information "that will have any significant effect upon the client's advertising strategy." Sources, he said, are account executives within the agency and agency management.

Give media representatives who call every bit of information that does not violate a client's confidence but can help the representatives prepare "the most effective program or schedule available to achieve the client's objectives." If you don't have this authority, he counseled, then arrange an entree for the representative with an executive at the agency who does.

He said, "I look upon our timebuyers as the door through which all pertinent information is passed to media, so that media may work most effectively—and through which all pertinent information passes from media to agency management—so the agency can work most effectively for its clients. If this flow . . . is stopped in either direction, I believe the function of the timebuyer is impeded and the effectiveness of the agency is impaired."

To media representatives—just the reverse. Before submitting recommendations, get all the information you can from the timebuyer or whomever he has designated. A representative trying to sell his medium without such information "is flying blind."

Cigarette Patterns Changing, Says Gruber

Cigarette advertisers, most of whom spend close to two-thirds of their annual ad budgets in combined broadcast media, are in the throes of "a long-term revolution . . . involving not only marketing patterns but the very products themselves," a leading cigarette manufacturer declared last week.

Lewis Gruber, president of P. Lorillard Co. (Kent, Old Gold, Newport and other tobacco products), in a year-end report, predicts "another record year" for 1958 in which the filter and mentholated cigarette market will continue to flourish at a stepped-up rate. Basing his estimates on statistics provided by the U. S. Dept. of Commerce and the reports of private tobacco consultant Harry M. Wootten, Mr. Gruber noted that retail cigarette sales for 1957 are expected to top the record-high of $5 billion.

MR. GRUBER

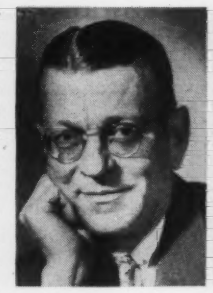
Among the changes wrought by the "revolution" cited by Mr. Gruber: (1) continuing sales decline of non-filter regular size cigarettes which in 1938 represented more than 98% of all cigarette sales and now account for only 37%; (2) decline of non-filter king size brands from 1954's 30% in terms of sales to less than 20% today; (3) rise in sales of filter brands from less than 1% in 1951 to about 40% six years later; (4) growth of the metholated cigarettes from less than 4% (1955) to an estimated 7%; (5) increase in the number of cigarette brands packaged in hard-pack-flip-top-boxes: only 5% of all brands used this package in 1956; some 13 brands representing 15% of all cigarettes made now feature this new package.

According to Mr. Gruber, whose company sponsors a number of tv network programs (CBS-TV's *$64,000 Challenge*, NBC-TV's *Court of Last Resort*, CBS-TV's *Assignment Foreign Legion*—the last to be replaced early in January by *Richard Diamond, Private Detective)* and which caused considerable talk in agency circles this year because of Kent's almost fantastic success [ADVERTISERS & AGENCIES, Sept. 2], 1957 may well go down in tobacco history as the year in which "the industry met its greatest setbacks, yet scored its most significant gains."

BROWER SUCCEEDS DUFFY AT BBDO

Charles H. Brower, executive vice president and general manager, has been elected president of BBDO, New York, succeeding Bernard C. (Ben) Duffy, who becomes vice chairman of the board and vice chairman of the executive committee, Board Chairman Bruce Barton announced last week.

Mr. Duffy, as vice chairman of the board, succeeds Alex F. Osborn, a founder of the agency, who remains a director and executive committee member. Mr. Duffy, who a year ago suffered a cerebral hemorrhage that has left him with a partial paralysis, continues as a major influence in client relations and overall direction of BBDO accounts.



MR. BROWER

MR. DUFFY

Mr. Brower, a copywriter and head of the agency's creative services, has been acting as chief executive officer since his election as general manager last April. He was elected a vice president in 1940 and an executive vice president in 1946.

Mr. Duffy, who joined the agency as a copy boy in 1919, was elected president in 1946. Since then he has been largely responsible for the agency's growth in advertising billing from $50.5 million in 1946 to a current total of more than $200 million.

During his tenure, Mr. Duffy's largest client deal was in 1948 when he acquired the $10 million American Tobacco Co. (Lucky Strike) account.

Mr. Duffy became head of media in 1925; vice president and director of media, market research and merchandising in 1934; director in 1938; executive vice president in 1943, and manager in 1945.

Mr. Brower was born in Asbury Park, N. J., on Nov. 13, 1901. He grew up in California, but returned east to attend Rutgers U., graduating in 1925 with a bachelor of science in English.

After college he taught at Bound Brook high school in New Jersey. He tried to get into the agency field for two years before he was able "to make the grade." Meanwhile he worked as an automobile accident claim adjuster.

In 1928 he was hired by William Benton as a copywriter at the George Batten Co. just prior to that agency's merger with Barton, Durstine & Osborn.

Mr. Brower is married and has three children.

Florida Citrus Budget Cut Over $1 Million After Freeze

The Florida citrus industry's worst freeze since 1934 has reduced the crop sharply and has made it necessary to cut the Florida Citrus Commission's advertising budget more than $1 million, about a fourth of the $4-million-plus program.

If damage turns out as great as now estimated, the commission next week may trim still more from the ad budget. Commission funds come from a per-box tax on fruit moving into commercial channels, so any crop reduction calls for a parallel cut in expenditures.

At a meeting last week, following the freeze of Dec. 12-13, the commission canceled all possible magazine, newspaper and Sunday supplement schedules, and cut deeply into the television schedule. The first cuts totaled more than $1.1 million, including $350,000 in national magazines, $330,000 in newspapers and supplements, $346,000 in tv and more than $85,000 in Canadian and trade campaigns.

The promotional budget reduction was based on guesses that some 30% of the remaining crop of fruit has been lost. It will be two or three weeks before any accurate estimates can be made. It is generally agreed that the tangerine and Temple orange crops were almost a total loss and mid-season and Valencia oranges were hard hit, with grapefruit probably hurt less than any other variety.

In its order to Benton & Bowles to cut corners wherever possible, the commission asked the agency to try to cancel its $80,000 commitment to sponsor the CBS-TV *Garry Moore Show* during the Florida Citrus Exposition.

Rubel, Hanan Address LAA Meet On Better Agency Profit Margins

Suggestions on ways an advertising agency may improve its margin of profit were offered at a meeting of the League of Advertising Agencies in New York last week by Ira Rubel, consultant to advertising agencies, and Mack Hanan, marketing management consultant.

Mr. Rubel said that in contrast to industrial firms whose margin of profit ranges from 16%-20%, an advertising agency "calls it a good year if its profit margin averages 3%." Mr. Rubel claimed one reason for the "low profit margin" is that agencies "do not charge enough" for their services. He recommended that they increase their fees. He also suggested that agencies keep detailed case histories of individual campaigns to facilitate and lower the cost of securing new business and planning and outlining new campaigns.

Mr. Rubel suggested that agencies can use the recent study made by Prof. Albert W. Frey and Prof. Kenneth R. Davis to advantage. Agencies can stress, he said, that the report notes that the 15% commission is a ratio of the media advertising costs and is not necessarily a measure of the value of agency service. If an agency musters sufficient information on the amount of work required for an effective advertising project and presents the data clearly to a client, the agency subsequently can "ask for and secure adequate compensation for the work."

Mr. Hanan said agencies should examine their structures, paying attention to both the creative and the non-creative collateral services the organizations offer. He recommended that many of the collateral services could be offered by various agencies on a pooled basis "to retain for yourselves your creative points of difference and obtain from others the non-creative supporting services."

BALTIMORE ANSWERS SUITS AGAINST TAX

- **Asks denial of petitions**
- **Tax not illegal, city says**

The City of Baltimore last week maintained its new advertising taxes were legally enacted in accordance with the taxing powers of the city and that the ordinances do not violate the free speech provisions of the Constitution.

The administration, faced with 14 separate suits, requested the local circuit court to deny the petitions for injunction to stay the Jan. 1, 1958, effective date of the taxes.

In answering the circuit court's show cause order, the city denied allegations raised by the plaintiffs and contended:

1. The taxes do not arbitrarily and unreasonably select radio-tv, newspapers and other media for special taxation.

2. Such media would not be subject to unlawful authority of the mayor and city council.

3. The ordinances do not impose discriminatory burdens that would impede or curtail gathering and dissemination of news.

4. Certain segments of business would not be placed in unequal competitive positions.

The constitutional issues were answered separately by the city which said:

1. The taxes do not deprive plaintiffs of free speech in violation of the 14th Amendment to the Constitution and the Maryland Declaration of Rights.

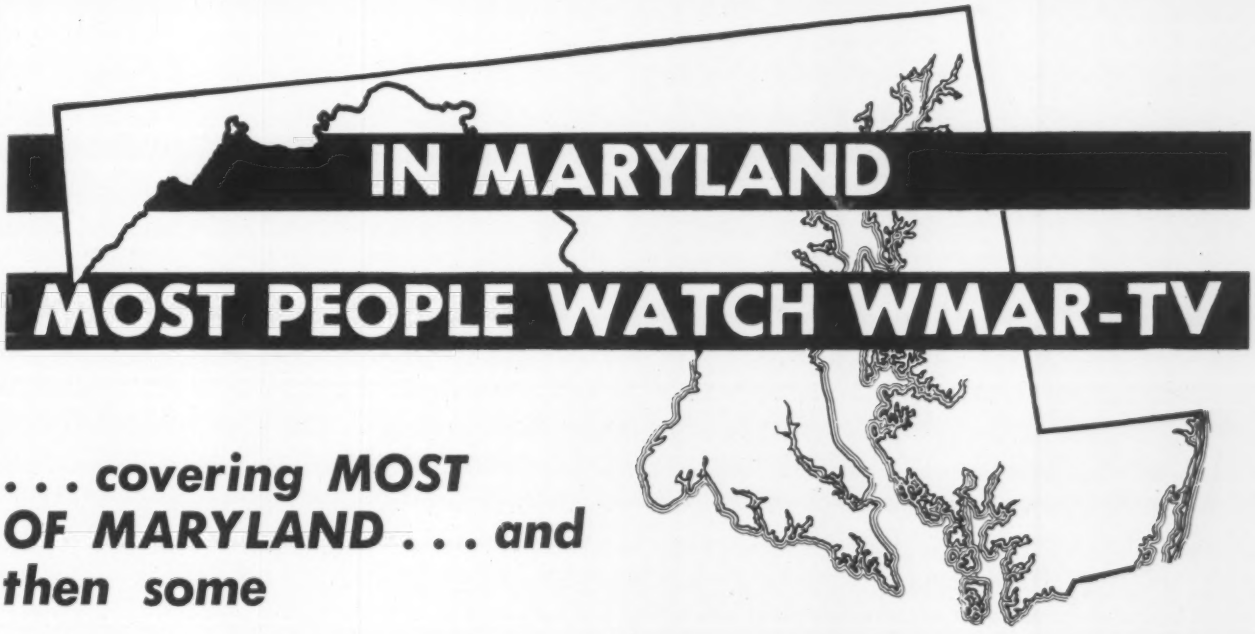
2. The ordinances are not discriminatory and arbitrary and do not deprive plaintiffs of equal protection under federal or state laws.

3. The taxes are not vague, indefinite and without proper standards or guides.

4. Unlawful and undue burden has not been placed on the flow of free commerce among the states.

5. The taxation is not beyond the power of the mayor and city council.

The city's answer was directed to suits of A. S. Abell Co.'s WMAR-TV and Sunpapers, Hearst's WBAL-AM-TV and *News-Post* and *Sunday American*, WBMD, WCAO, WCBM, WFBR, WITH-AM-FM and WJZ-TV, plus the *Jewish Times*, the *Baltimore Guide*, Guide Publications and



IN MARYLAND
MOST PEOPLE WATCH WMAR-TV

. . . covering MOST OF MARYLAND . . . and then some

1 Week, Sunday thru Saturday; 7 A.M.—Midnight	Aggregate of Quarter-hours Homes Viewing Channel 2 *
Daytime—before 6:00 P.M.	16,503,700 **
Night-time—6:00-12:00 P.M.	15,542,000 **
Total, One Week	32,045,700 **

*Source: Per Broadcast Data, A. C. Nielsen Company, November 1957. Includes total area—"every kind of home—big city, small town, farm, etc. . . . all sample homes are contacted in person for sign-up and continued collaboration."

Definition "Quarter-hour Homes"—Number of homes viewing more than 5 minutes within each quarter-hour from 7:00 A.M. to midnight, Sunday thru Saturday.

**Highest for any Baltimore TV station.

RATINGS vs. TOTAL HOMES

"Ratings" are supplied for the Baltimore metropolitan area ONLY whereas "total homes" means all homes beyond, as well as within, the metropolitan area.

Example:

	Metropolitan Area Rating	Total Homes
7:00-7:15 P.M. Sunday		
GOLDEN PLAYHOUSE—WMAR-TV	16.3	99,300
Station B	16.4	95,300
Station C	13.7	87,900
7:15-7:30 P.M. Sunday		
GOLDEN PLAYHOUSE—WMAR-TV	16.6	98,400
Station B	16.0	94,900
Station C	14.7	97,200

NOTE: Station with so-called "quarter-hour first" (highest metropolitan rating) may reach fewer homes than station with lower rating.

CBS

***In Maryland, most people watch* WMAR-TV**

SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc., New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

channel 2

398,500 Home Radios . . . 164,225 Car Radios
2 Popular Radio Stations at 1 Low Rate!

FLASH 2 STATION COVERAGE

In Pennsylvania's Double "L" Market...

. . . Lackawanna and Luzerne Counties

1 RATE

for National or Regional Advertisers . . . !

WBRE-TV WILKES-BARRE, PENNSYLVANIA

WSCR SCRANTON, PENNSYLVANIA

National Representative
The Headley-Reed Co.

group of 16 merchant-advertisers [AT DEADLINE, Dec. 16, Nov. 25; ADV. & AGENCIES, Dec. 9, 2].

The Advertising Federation of America, with its network of 124 advertising clubs, currently is soliciting its membership for contributions to a $50,000 "war chest" to help the fight against the Baltimore taxes. The taxes are a 4% levy on all gross sales of time and space plus a 2% tax on the gross income of media.

In addition, AFA has prepared a detailed guide book, *Community Action Plan*, to alert its membership and other interested groups to the possible spread of "Baltimoritis" to other cities and to advise what procedures can be instituted to combat such ordinances.

The harmful effects of advertising taxes are discussed by Wilbur VanSant, president of VanSant, Dugdale & Co., Baltimore agency prominent in the anti-tax fight, in MONDAY MEMO (page 97).

Katz Takes Over Again, Names Bennett, Shugert

Two key appointments to the executive staff of Joseph Katz Co., New York-Baltimore agency, were announced last week by Joseph Katz, board chairman who has resumed the presidential post vacated by John T. McHugh [AT DEADLINE, Dec. 9].

KATZ BENNETT SHUGERT

Harry W. Bennett Jr., executive vice president-account supervisor-administrator of Bryan Houston Inc., becomes senior vice president of the Katz agency. In addition he will be chief administrative officer of the New York office.

Charles W. Shugert, vice president-account supervisor of Benton & Bowles, becomes vice president and director of marketing of the Katz agency. Harry Kullen, with the Katz agency 28 years, continues as executive vice president.

Mr. Bennett was one of the founders of the Houston agency and prior to that time had been director of advertising and sales promotion for Lever Bros. food division as well as account supervisor at Compton Advertising for the Procter & Gamble account. Mr. Shugert was with the marketing and advertising departments of Shell Oil Co. 26 years.

Mr. McHugh joins Keyes, Madden & Jones, New York, on Jan. 2 as executive vice president-administration. He also will be partner, director and member of the plans board.

Among Katz Co. major accounts are American Oil Co. (Amoco), heavy user of network radio and tv, and Pan American Petroleum Co., serviced through the company's New Orleans office.

RADIO EXPENDITURES SPURT 14% IN 1957

- **NARTB issues estimates**
- **Network gains impressive**

Total radio advertising expenditures rose 14% in 1957 to an alltime high of about $650 million, NARTB estimated Thursday. This compares with the $571 million of 1956, which in turn was 5% above 1955.

Network radio "improved its position strikingly in 1957," according to NARTB, with 14 of the top 15 pre-television network radio advertisers back in the medium. An increase of 20% was estimated for network radio in 1957.

NARTB noted that the four radio networks had 104 hours, 18 minutes of sponsored time in September 1957 compared to 89 hours, 17 minutes in the same month of 1956, a gain of 16%. A trend toward greater use of big name stars on live musical programs and well-known personalities on programs employing the interview technique was observed along with a return to more drama and mystery shows at night.

This network trend was credited with adding impetus to the drive for more nighttime radio listeners. "Independent stations have contributed to this effort with original program ideas included remote pickups which mirror the life of a city," according to the association. It said these have been incorporated into standard program formulas which emphasize music, news and sports.

During an average day 77 million people listen to radio, the analysis showed.

President Harold E. Fellows said more than 96% of homes have radios, or 48 million homes with at least one radio set. Of these radio homes, 52% have more than one workable set.

"The increase in set ownership over the last decade is spectacular," Mr. Fellows said, "climbing from 59 million to more than 140 million sets, a gain of 137%. Of this number, 95 million are in homes, 35 million in automobiles and over 10 million in public places."

NARTB cited figures showing that radio homes spend over two hours a day listening to one or more home radios. The "tremendous boom" in portables, sparked by development of transistors, has made radio "a companion out-of-doors."

Factory sales of radios totaled 14,332,641 sets in the first 49 weeks of 1957, according to the analysis. Of these 5,156,004 were auto receivers. The figures compare with 12,832,515 and 4,553,194 sets, respectively, in the same 1956 period. Seventy percent of autos and 83% of all new cars were described as having radios, with 59 million adults using their autos daily.

The roundup shows 3,100 am and over 500 fm stations on the air, with another 148 am and 30 fm under construction. Pending applications include 340 am and 37 fm stations.

NC&K Starts New Client Service

Norman, Craig & Kummel, New York, is establishing a corporate media planning and analysis department to evaluate for its clients both present and long range trends in advertising value, it has announced. Don Potter, director of broadcasting media, will be promoted to head the new department which will include both broadcast and print media evaluation. Meanwhile, Gladys York, timebuyer, has been appointed chief timebuyer of the agency.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,717,000 people in the U. S. over 12 years of age during the week Dec. 8-14. This is how they spent their time:

70.5%	(87,220,000) spent	1,933.4 million hours	WATCHING TELEVISION
55.7%	(68,910,000) spent	932.6 million hours	LISTENING TO RADIO
81.1%	(100,334,000) spent	398.0 million hours	READING NEWSPAPERS
30.6%	(37,857,000) spent	176.7 million hours	READING MAGAZINES
28.3%	(35,012,000) spent	450.7† million hours	WATCHING MOVIES ON TV
19.4%	(23,982,000) spent	94.7 million hours	ATTENDING MOVIES *

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

† This figure marks an all-time high in the Sindlinger "watch movies on tv" category.

SINDLINGER'S SET COUNT: As of Dec. 1, Sindlinger data shows: (1) 105,703,000 people over 12 years of age see tv (85.7% of the people in that age group); (2) 40,908,000 U. S. households with tv; (3) 44,959,000 tv sets in use in U. S.

CASUAL TOUCH IN PONTIAC PITCH

Seeking to elicit "male empathy" from its audience next Sunday, Pontiac Motor Div., General Motors Corp., sponsoring the pro football championship game on NBC-TV, has come up with a series of three game-time announcements which it hopes will keep the boys at home glued to the set.

The series of announcements—a two-minute spot before kickoff, a one-minute announcement at the end of the first quarter and a two-minute plug at the end of the first half—features "the men in the street" of NBC-TV's *Steve Allen Show*. According to MacManus, John & Adams, Bloomfield Hills, Mich., and New York, Pontiac's agency, this is the first time that Louis Nye, Tom Poston and Don Knotts have done a commerical together.

The commercials spoof pride of ownership. For example, "the nervous character" (Knotts) puts his hand on the door handle of Nye's new rangoon-red and patina-ivory Pontiac "Chieftain," and Nye immediately stops him, wraps the handle tenderly in a handkerchief, then opens the door. Knotts is further manhandled by neighbor Poston, also a Pontiac owner, who literally yanks the timid soul out of Nye's car and shoves him into his new 1958 station wagon.

It also kids Detroit's "new look" in that a fourth character, the neighbor's motor-happy youngster—looking for the gas cap on Mr. Nye's car—begins unscrewing the twin tail lights, climbs under the hood to "check out the tempest 395 engine . . . with tri-power carburetion."

Kidding aside, the commercial scripts are crammed full of hard-sell, containing all the salient points of the 1958 Pontiac's sales platform: size, price, gas economy, protection, wheel base, etc. But the transition from commercial to program is far from harsh. For example, one commercial, demonstrating a new Pontiac feature—a car radio that becomes a portable when disconnected—closes like this:

Biff: "See my radio!"

Sound: ". . . and in a moment the kickoff of the game of games, the pro football championship game!"

Jack: "Say, the game's on tv. Let's go in and watch."

Concept for the three commercials was created jointly by copywriters Jim Campbell and Dick Maury and Ted Allegretti, tv-radio account supervisor on Pontiac. Steve Bennett, agency producer and film supervisor, was in charge of turning out the three films. It was understood that production costs came to roughly $25,000.

Pontiac, originally committed to sponsor the entire game, already has managed to sell the third quarter to William Esty Co. for sponsorship by R. J. Reynolds Tobacco Co. Last week, MJ&A was seeking an advertiser to pick up the tab for the fourth quarter.

PONTIAC *thinks the best sales pitch on its behalf is by a Pontiac owner. Here, proud Pontiac possessor Tom Poston and "neighbor" Louis Nye (r) illustrate the versatility of the 1958 station wagon, using nervous friend Don Knotts as the guinea pig to show that the car can accommodate both packages and sleeping passengers. Mr. Knotts doesn't seem to like his part, especially being slid into the car like a piece of lumber.*

PM Names Officers, Directors

New directors and vice presidents were elected by Philip Morris Inc. at a board of directors meeting last Wednesday, according to Joseph F. Cullman III, president and chief executive officer of the company. Chandler H. Kibbee, PM's chief financial officer, secretary and treasurer, was elected a vice president and director; Robert P. Roper, vice president in charge of operations, and J. Harvie Wilkinson Jr., executive vice president, were elected directors; Paul D. Smith, PM general counsel, was elected vice president and general counsel.

KM&J Loses Part of Sheaffer

For the first time since its inception last September, Keyes Madden & Jones (formerly Russel M. Seeds Co.), has lost an account. W. A. Sheaffer Pen Co., Ft. Madison, Iowa, announced last week that, effective Jan. 1, BBDO will handle its consumer advertising program. But KM&J retains the co-op advertising program which accounts for more than $1 million of the $2.5 million account. BBDO earlier this year was assigned to service Sheaffer's new ballpoint pen. The advertiser sponsors *I Love Lucy* re-runs on an alternate week basis on CBS-TV, Wednesdays, 7:30-8 p.m.

Richards Inc. Buys Into Agency

Fletcher D. Richards Inc., New York, has effected a working agreement for client servicing in the Western Hemisphere. The agency has purchased a stock interest in Dillon-Cousins & Assoc., which has offices both in New York and Mexico City and is a representative for 18 independent agencies in Latin America. Luis G. Dillon, president of Dillon-Cousins, was elected a director of the Richards agency, and Eugene I. Harrington, president of Richards, and E. D. Hill, a vice president, were elected to the board of the international company. In September, Richards (billing more than $21 million) became affiliated with Continental Adv. & Marketing Agencies which represents an association of 13 independent agencies in Western Europe and in Great Britain.

PUFF FOR PUFF

E. Regensburg & Sons (Medalist Havana cigars), New York, began Tuesday a one-week Christmas saturation campaign, using more than 300 radio spots on WVNJ and WATT, both Newark, N. J. Its agency, Rose-Martin Inc., New York, prepared more than 150 different messages (eight-second announcements), each designed to appeal to different groups of men and women. Among the choices (selected obviously to create comment): glassblowers, elephant trainers, moon watchers, tightrope walkers, bird watchers, cowboys, oil men, tattooed men, butchers, Santas, diamond cutters and sausage cutters.

Masland Buys CBS Radio Drive

A spring saturation drive on CBS Radio by C. H. Masland & Sons, Carlisle, Pa., carpet manufacturer, is to be announced today by network Sales Vice President John Karol coincident with his report that the volume of network business for the last quarter of this year "is running 57% ahead of the previous year." He predicted the trend will continue in 1958. Masland signed for a four-week drive culminating May 4 with a two-hour radio "spectacular." The firm will use 81 of CBS' five-minute "Impact" segments during the drive plus the big show. Discs of star-messages also will be used by Masland in its dealer sales campaign. Agency is Anderson & Cairns Inc., New York.

Advertisers Service Assoc. Formed

The formation of Advertisers Service Assoc. as a service organization in the 11 western states for advertising agencies which do not have branch offices in that area was announced by Herbert K. Landon, general manager. Mr. Landon, formerly with Kenyon & Eckhardt in New York and Hollywood, said ASA would provide radio and television program coverage, publicity campaigns, sales promotion, store checks, surveys, media research, new product tests, tie-ins, parties, sales meetings or any other related advertising service. ASA is located at 1487 Vine St., Hollywood. Telephone is Hollywood 4-7288.

Four Sign for CBS Radio

Four advertisers signed for a total of $400,000 worth of business on CBS Radio during the past week, it was announced last Thursday by John Karol, CBS Radio vice president in charge of network sales. Sponsors include Knouse Food Cooperative Inc., Peach Glen, Pa., through N. W. Ayer & Son, Philadelphia, which ordered an alternate-week quarter-hour of *Arthur Godfrey Time* for 26 weeks starting Jan. 1.; Andrew Jergens Co. (Woodbury Soap), Cincinnati, through Cunningham & Walsh, New York, which signed for five weekly 7½-minute units of daytime drama for four weeks beginning Feb. 19; Hudson Vitamin Products Corp., New York, through Pace Adv., New York, which bought a weekly "Impact" segment for 13 weeks, beginning Jan. 12, and Aero Mayflower Transit Co., Indianapolis, through Cadwell, Larkin & Sidener-Van Riper, Indianapolis, which expanded its lineup for two 5-minute news programs six days a week from 111 stations to the full network, effective last Monday.

LOU MAXON, head of Maxon Inc., agency which will create the 1958 consumer campaign for Brand Names Foundation Inc., is in the middle of a planning session attended by (l to r) Albert Messer, foundation merchandising director; Edward R. Taylor, executive vice president, Motorola Inc., and chairman of the foundation's consumer advertising committee; Mr. Maxon; Frank Armour, executive vice president of the H. J. Heinz Co., and member of the foundation board, and Henry E. Abt, president of the Brand Names Foundation. Some 1,600 radio and tv stations participated in the 1957 campaign, handled by Dancer-Fitzgerald-Sample. Agencies serve on a volunteer basis.

STEREOPHONIC SOUND: NEW RADIO MEDIUM

Tomorrow night (Tuesday) Prudential Insurance Co. of America will sponsor its second annual Christmas Eve stereophonic tv-radio broadcast, *Christmas in Stereo*, on KRCA (TV) and KFI Los Angeles (7-7:30 p.m.). On Christmas Day, two Southern California fm stations —KCBH (FM) Beverly Hills and KMLA (FM) Los Angeles—will devote the entire afternoon from noon to 6 p.m. to what these stations call the ultimate in sound broadcasting, an all-fm stereophonic broadcast.

Eight days ago, also for the second consecutive year, Prudential sponsored a stereophonic tv-radio broadcast of the *Brigham Young U. Christmas Hour* (Sun., Dec. 15, 9:30-10:30 p.m.) on KTVT (TV) and KDYL Salt Lake City. Last fall (Sun., Oct. 13, 5:30-6 p.m.), Prudential picked up the tab for what was announced as "probably the most expensive program ever presented in Southern California," *Scouts Onward*, another KRCA-KFI stereophonic program designed to aid the Boy Scouts in their annual Roundup Week recruitment drive.

Each Sunday since KMLA began broadcasting last July, it and KCBH have joined forces for a 3-6 p.m. stereophonic broadcast, to which early in the fall they added a weekday half-hour (12:30-1 p.m.) to give dealers something to use to demonstrate stereophonic sound to lunch-hour hi-fi fan shoppers. In October, KABC-AM-FM Los Angeles launched *Saturday in Stereo* (8-10:30 p.m.). In November, KFAC-AM-FM Los Angeles presented stereophonic coverage of the opening concert of the Los Angeles Philharmonic Orchestra season (Nov. 14, 8:30-10 p.m.), sponsored by the Southern California Gas Co. and Southern Counties Gas Co.

What is stereophonic broadcasting? First, it's simulcasting, with two transmitters broadcasting the same program. But a simple simulcast is simply a duplicate broadcast of the same sound, fed to both transmitters from a single pickup, whereas a stereophonic broadcast involves two pickups, each fed to an individual transmitter for simultaneous broadcast, and two receivers so located as to give the listener the same sounds in each ear he'd get if he were in the hall with the orchestra.

"In the studio the microphones are set up so that the radio sound is picked up at the right and the tv at the left," says a folder distributed by Prudential agents to tell people about the Christmas Eve stereophonic broadcast. "In your home you set your radio to the right of your tv set. Thus your ears receive all sounds exactly as they are picked up and transmitted by the sound equipment."

Listeners, at least Southern California listeners, are enthusiastic about stereophonic broadcasts. The first tv-radio stereo programs last winter brought "the kind of fan mail we used to get in the early days of radio," according to Andy Potter, tv-radio director of Reach, McClinton & Co., Los Angeles, who created the idea of a sight-and-sound stereo program for Prudential, a client of the agency. The first KRCA-KFI stereophonic broadcast on Dec. 2, 1956, drew such a large and enthusiastic response that it was repeated on Christmas Eve last year and now has become an annual event.

Also reminiscent of radio's early days were such incidents as the minister who, having heard the Dec. 2 program, incorporated the Christmas Eve repeat into the church service at that time. And the veteran who called the Prudential office to say he had just 24 hours to convert his GI insurance and could a Prudential agent come right over to see him.

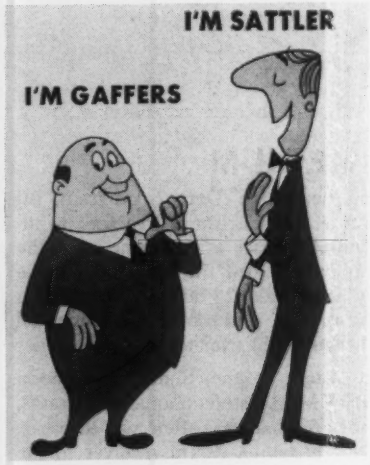
To listen to the Sunday afternoon KCBH-KMLA stereophonic programs, neighboring families often get together, one family taking its fm receiver to the neighbor's home so that both can hear the full reproduction of the music, J. B. Kiefer, president of KMLA, reports. Some hi-fi fans have purchased second fm sets of their own, he says, and others have installed TeleVerters on their tv sets so that they may be used for fm as well as tv reception. Flintkote Co. (insulating and roofing material) and Pierce Brothers Mortuaries are sponsors of these broadcasts, which pull "at least 100 letters a week, and 30 to 40 telephone calls," Mr. Kiefer says.

Fm broadcasters like Mr. Kiefer believe the all-fm stereophonic broadcasts to be the last word in sound reproduction, but they consider tv-am or am-fm attempts at stereo programming far from adequate. "True hi-fi, and that's what stereophonic sound is," says Bill Tomberlin, KMLA's chief engineer, "means reproduction without distortion of sound signals from 50 to 15,000 cycles. Am broadcasters are prohibited by the FCC from broadcasting frequencies above 7,500 cycles to prevent interference. Tv sound, while technically fm, has a deviation of only 25 kc, compared to 75 kc for an fm station. That is, in fm we can swing 75 kc either way from our assigned frequency, giving a much better signal-to-noise ratio."

GAFFERS & SATTLER

Because of two television characters, Mr. Gaffers and Mr. Sattler, Utility Appliance Corp., Los Angeles manufacturer of gas ranges, water heaters and air conditioning, heating and ventilating equipment now marketed under a variety of trade names such as Utility, Mission, Weatheramic and Occidental, on Jan. 1 will start selling and advertising all products under the name of Gaffers & Sattler.

The extraordinary success of the Gaffers & Sattler ranges in Southern California, their major market, and in other areas like Texas where they have been more recently introduced, "has been in large part due to the Mr. Gaffers and Mr. Sattler cartoon characters which were created in cooperation with our advertising agency three years ago," Ben B. Breslow, Utility president, said in announcing the single-name policy. "They gained immediate acceptance and helped increase our range sales as high as 50% each year in Southern California."



THE *successful introduction of these two cartoon characters three years ago has led to starring roles—and a changed marketing title for the products of the Utility Appliance Corp. Lines sold under varied trade names will all be merchandised under the name Gaffers & Sattler.*

A full scale promotion and advertising campaign will get under way in March, with an initial budget of $650,000, most of it to go into nine tv spots starring Mr. Gaffers and Mr. Sattler in 27 major markets. These commercials are being filmed by Hollywood Film Commercials under the supervision of Lee Laufer, radio-tv director of Robinson, Jensen, Fenwick & Haynes, Los Angeles, Utility's agency. Mr. Laufer has been in charge of the Gaffer & Sattler tv commercials since their first appearance in December 1954. David R. Fenwick is account executive.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

BULL MARKET • Proctor Electric Co., Philadelphia, operating with budget in excess of $1 million, planning 20-week, 45-market tv spot campaign starting first week in February, despite fact that it is reported behind in filling orders. Weiss & Geller, N. Y., is agency.

DRUG TOPICS • Musical fairy tale, *Hansel and Gretel*, will be sponsored on NBC-TV and NBC Radio by Rexall Drug Co. (Sun., April 27, 6:30-7:30 p.m.), it was announced Wednesday. Tv portion will be in black-and-white, will originate live in New York, a production of Talent Assoc. there. Rexall presented *Pinnochio* on NBC-TV last Oct. 13. Agency is BBDO, N. Y.

RETURN ENGAGEMENT • P. Lorillard Co. (Kent, Newport cigarettes), N. Y., has signed for *Richard Diamond—Private Detective* mystery-adventure series that returns to CBS-TV in Thursday, 8-8:30 p.m. slot on Jan. 2. Show was replacement this past summer. Agency: Lennen & Newell, N. Y.

FLORAL ARRANGEMENT • Florists' Telegraph Delivery Assn., in its first regular sponsorship of tv series, last week filled the void created in CBS-TV's *Person-To-Person* by the last minute decision of General Foods Corp. not to pick up alternate sponsorship of the Edward R. Murrow programs. GFC was to have joined Time Inc. early in 1958, succeeding American Oil Co., sponsor of *P-T-P* since 1953 [ADVERTISERS & AGENCIES, Nov. 4]. But difficulties arising out of alternate and regional sponsorship—Amoco sponsored series in the east, while Theo. Hamm Brewing Co. sponsored midwest station lineup—made GFC think twice. FTD general manager John L. Bodette hinted at further stepped-up tv activities by stating that Murrow buy "is the first step in what we expect will be an expanding use of the medium." Grant Adv., N. Y., is FTD agency.

STAR DUST • Oldsmobile Div. of General Motors Corp. last week signed for 10 five-minute Jerry Lewis "Star Dust" segments weekly for 13 weeks on NBC Radio beginning in February. $350,000-net purchase is largest single sale to date for "Star Dust" campaign. Segments will be heard on *Monitor* and *Nightline*. Oldsmobile purchase also included 15 one-minute and five thirty-second participations on *Nightline*. D. P. Brother & Co., Detroit, is agency.

THIRD FOR FOURTH • The Readers Digest Assn. Inc., Pleasantville, N. Y., last week signed for its third saturation campaign in four months on Mutual, investing $60,000 for participating sponsorship of news, sports and dramatic programs between Dec. 27 and Jan. 5 to promote the January issue of *Reader's Digest*. Agency is J. Walter Thompson Co., N. Y.

FOLLOWING Compton Advertising's acquisition of Western Advertising Agency Inc., Thomas Santacroce, vice president in charge of Compton's west coast operations, takes inventory in the Los Angeles office with Edward E. Keeler, former president of Western and now Compton vice president and supervisor of the west coast industrial account division [AT DEADLINE, Dec. 16]. Accounts and personnel of Western Adv. move into the Los Angeles office of Compton Jan. 1. Mr. Santacroce has been a vice president in Compton's San Francisco office.

TEMPLE TEMPTERS • Florida Citrus Commission, Lakeland, Fla., planning to sell Temple oranges on participation shows in several markets starting Dec. 19 and running through Feb. 21. Benton & Bowles, N. Y., is agency.

MAKE IT 52 • Ex-Lax Inc., N. Y., extends for full year its original 19-week campaign which started Aug. 26 on MBS using three of the network's multi-message mystery adventure programs on week nights plus ten 20-second newscast adjacencies weekly. Agency is Warwick & Legler, N. Y.

Gillen Heads BBDO in Chicago

William R. Gillen, vice president of BBDO, Chicago, has been appointed manager of the agency's Chicago office effective Jan. 1, it was announced by Charles H. Brower, general manager (see story, page 36).

Mr. Gillen succeeds J. H. Haupt, vice president and director, who has been in charge of the office since 1957 and who is resigning because of ill health to live in Phoenix, Ariz.

Mr. Gillen has been with BBDO since 1947. He has been a vice president and account group supervisor and has been responsible for all activities on Libby, McNeill & Libby, New Castle Products, Sheaffer Pen and Westclox.

BIG IN BIRMINGHAM

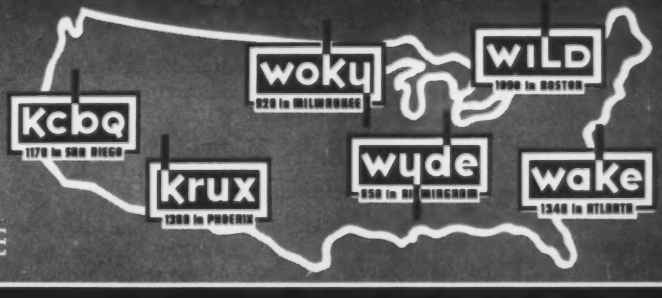
Newest Bartell Group station bursts into dominance, coming from nowhere to first position (Pulse). **Rating increases up to 67% recorded within a brief 30-day period.**

Family radio fills a need . . . that's why it is accepted by so many so avidly. People are attracted to the companionable music, the titillating features.

Bartell Group family radio is a happy union of the best in broadcasting — creating audience activity and entertainment for **buyers in six major markets.**

wyde
850 in BIRMINGHAM

THE
BARTELL
GROUP
RADIO FOR FAMILY LIFE



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Oct. 27-Nov. 9

Total Audience †

Rank	No. Homes (000)
1. *Lucille Ball-Desi Arnaz*	23,031
2. *Gunsmoke*	17,634
3. *Ed Sullivan Show*	16,727
4. *Perry Como Show*	16,439
5. *Tales of Wells Fargo*	15,326
6. *Danny Thomas Show*	15,120
7. *Jack Benny Show*	15,038
8. *Wyatt Earp*	14,379
9. *Jerry Lewis Show*	14,379
10. *Cheyenne*	14,049

Rank	% Homes *
1. *Lucille Ball-Desi Arnaz*	57.5
2. *Gunsmoke*	44.1
3. *Ed Sullivan Show*	41.6
4. *Perry Como Show*	40.9
5. *Tales of Wells Fargo*	38.6
6. *Danny Thomas Show*	37.6
7. *Jack Benny Show*	37.2
8. *Cheyenne*	37.2
9. *Wyatt Earp*	36.3
10. *Jerry Lewis Show*	36.1

Average Audience ‡

Rank	No. Homes (000)
1. *Lucille Ball-Desi Arnaz*	18,828
2. *Gunsmoke*	16,768
3. *Tales of Wells Fargo*	14,296
4. *Danny Thomas Show*	14,255
5. *Jack Benny Show*	13,843
6. *Wyatt Earp*	13,555
7. *Ed Sullivan Show*	12,937
8. *Perry Como Show*	12,854
9. *I've Got a Secret*	12,854
10. *Have Gun, Will Travel*	12,484

Rank	% Homes *
1. *Lucille Ball-Desi Arnaz*	47.0
2. *Gunsmoke*	42.0
3. *Tales of Wells Fargo*	36.0
4. *Danny Thomas Show*	35.5
5. *Jack Benny Show*	34.3
6. *Wyatt Earp*	34.2
7. *Ed Sullivan Show*	32.2
8. *Perry Como Show*	32.0
9. *I've Got a Secret*	31.9
10. *Have Gun, Will Travel*	31.6

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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ARB

TOP 10 NETWORK PROGRAMS

Tv Report for Nov. 6-12

Rank	Rating
1. *Lucille Ball-Desi Arnaz*	44.6
2. *Gunsmoke*	42.5
Perry Como	42.5
4. *Tales of Wells Fargo*	35.5
5. *Restless Gun*	33.3
6. *People Are Funny*	33.1
7. *GE Theatre*	32.7
Lassie	32.7
9. *Twenty-One*	32.6
10. *Ernie Ford*	32.4
What's My Line?	32.4

Special Attraction:

President Eisenhower	50.7

Rank	Viewers (000)
1. *Perry Como*	49,380
2. *Lucille Ball-Desi Arnaz*	45,370
3. *Gunsmoke*	42,510
4. *Ed Sullivan*	35,800
5. *Steve Allen*	35,390
6. *People Are Funny*	34,400
7. *Tales of Wells Fargo*	34,260
8. *Lassie*	33,820
9. *GE Theatre*	32,280
10. *Restless Gun*	31,080

Special Attraction:

President Eisenhower	42,490

Copyright American Research Bureau

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen (NBC-130): participating sponsors, Sun. 8-9 p.m.

Lucille Ball-Desi Arnaz (CBS—no figures available) Ford (JWT), Tues. 9-10 p.m. once a month.

Jack Benny (CBS-179): American Tobacco Corp. (BBDO), alt. Sun. 7:30-8 p.m.

Cheyenne (ABC-99): General Electric (Y&R), alt. Tues. 7:30-8:30 p.m.

Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.

Ernie Ford Show (NBC-182): Ford (JWT), Thurs. 9:30-10 p.m.

GE Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R) alternating, Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-125): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

I've Got a Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Lassie (CBS-90): Campbell Soup (BBDO), Sun. 7-7:30 p.m.

Jerry Lewis Show (NBC-165): Oldsmobile (Brother), Tues., Nov. 5 9-10 p.m.

People Are Funny (NBC-129): R. J. Reynolds Tobacco Co. (Esty), Sat. 7:30-8 p.m.

President Eisenhower's speech (All networks—no figures available): 11:15-11:30 p.m. Nov. 26.

Restless Gun (NBC-107): Warner-Lambert (SSC&B), Mon. 8-8:30 p.m.

Ed Sullivan (CBS-174): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Twenty-One (NBC-150): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

Wells Fargo (NBC-147): Buick (Kudner), American Tobacco Co. (SSC&B), Mon. 8:30-9 p.m.

What's My Line? (CBS-157): Helene Curtis (M-E), Remington-Rand (Y&R), Sun. 10:30-11 p.m.

COLORCASTING®

The Next 10 Days Of Network Color Shows (All times EST)

CBS-TV

Dec. 23 (10-11 p.m.) *High Adventure* with Lowell Thomas, Delco Div. of General Motors through Campbell-Ewald.

Dec. 24, 31 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Dec. 23-27, 30, 31 (1:30-2:30 p.m.) *Howard Miller Show*, participating sponsors. (On Dec. 30-31, program will be seen from 1:30-2:15 p.m.)

Dc. 24-27, 30 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

Dec. 23, 30 (7:30-8 p.m.) *The Price Is Right*, RCA Victor through Kenyon & Eckhardt and Speidel through Norman, Craig & Kummel.

Dec. 24 (8-9 p.m.) *Eddie Fisher-George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Dec. 25, Jan. 1 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Dec. 26 (7:30-8 p.m.) *Tic Tac Dough*, RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Dec. 26 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Dec. 27 (8-9 p.m.) *Jerry Lewis Show*, Oldsmobile through D. P. Brother.

Dec. 28 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Dec. 28 (10:30-11 p.m.) *Your Hit Parade*, American Tobacco Co. through BBDO and Toni through North.

Dec. 29 (8-9 p.m.) *Steve Allen Show*, participating sponsors.

Dec. 29 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Dec. 31 (8-9 p.m.) *George Gobel-Eddie Fisher Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Jan. 1 (11:45 a.m.-1:45 p.m.) *69th Tournament of Roses Parade*, Minute Maid through Ted Bates and Florists Telegraph Delivery Assn. through Grant Adv.

The All-New

Bright and Sparkling

WGH

NORFOLK-NEWPORT NEWS

The Nation's 26th Market

announces the appointment of

JOHN BLAIR & COMPANY

as exclusive national representative

effective January 1, 1958

THE HAMPTON ROADS BROADCASTING CORP., NORFOLK, VIRGINIA

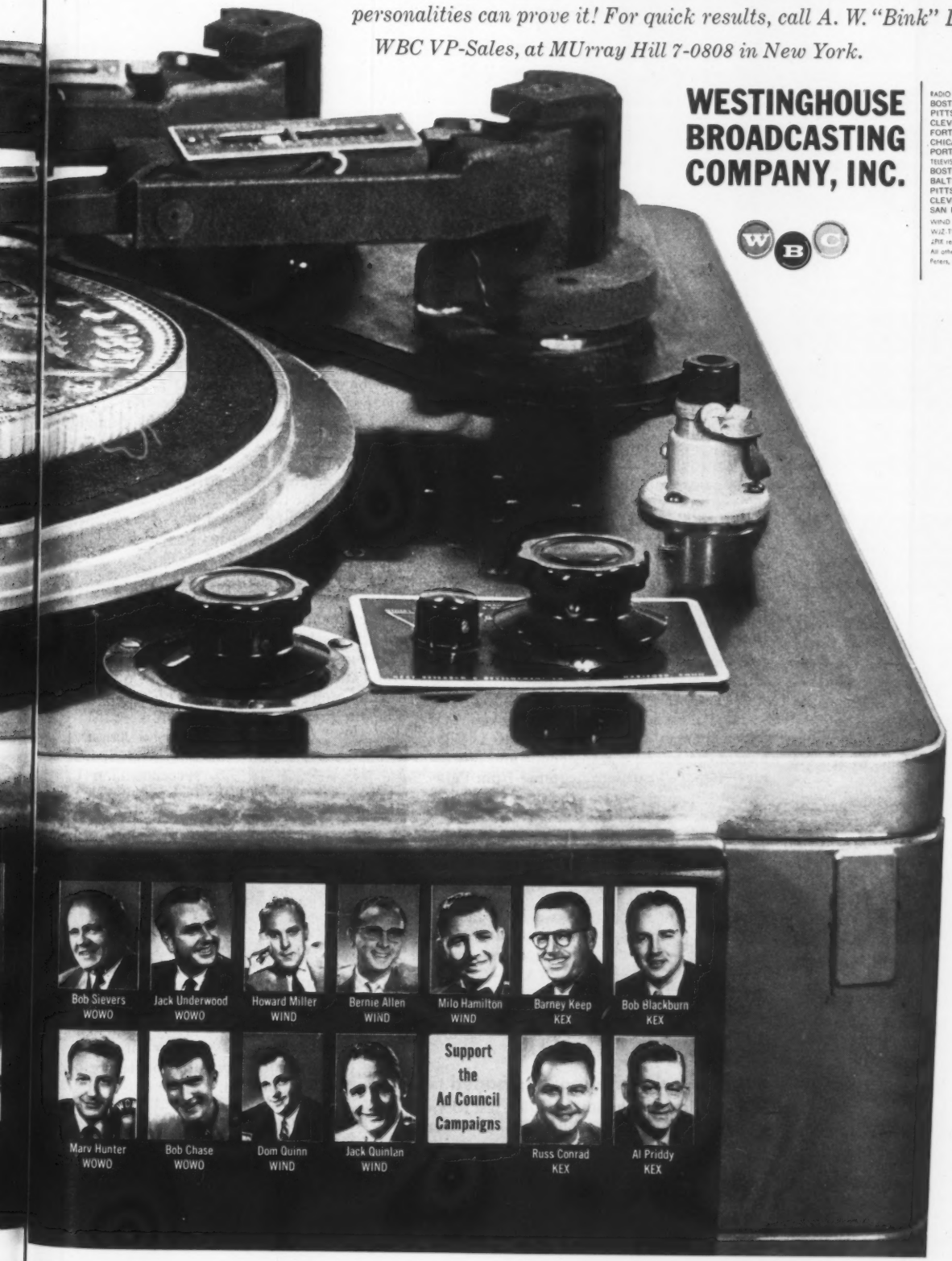
how to turn

Carl deSuze
WBZ-WBZA
Bill Marlowe
WBZ-WBZA
John Bassett
WBZ-WBZA
Art Pallan
KDKA
Darrell Edwards
KDKA
Wes Hopkins
KYW
Specs Howard
KYW
Joe Finan
KYW
Alan Dary
WBZ-WBZA
Norm Prescott
WBZ-WBZA
Rege Cordic
KDKA
Bob Tracey
KDKA
Sterling Yates
KDKA
Big Wilson
KYW
Johnny Bell
KYW
Dick Drury
KYW

WBC Radio's deejays know how to program the kind of music that puts cold cash in advertisers' pockets... fast! They are 29 reasons why no selling campaign is complete without the WBC stations.

music into dollars...

They are the top showmen and salesmen in their respective markets. There's a sound difference on WBC Radio . . . and these popular personalities can prove it! For quick results, call A. W. "Bink" Dannenbaum, WBC VP-Sales, at MUrray Hill 7-0808 in New York.



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX
TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales
WJZ-TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

UA UNIT BUYS INTO AAP CORP.

- **United Artists buys 700,000 shares in $8.5 million deal**
- **AAP president indicates defeat of move to sell to NTA**

United Artists Corp. announced Thursday that a newly-created subsidiary, Gotham Television Film Corp., has purchased 700,000 shares of the capital of Associated Artists Productions Corp. The price was $12 per share, or a total of $8.5 million, with $4.2 million ($6 per share) in cash, and the other half an undertaking for a sinking fund 6% debenture.

There was no reference to litigation now pending over an earlier transaction in which National Telefilm Assoc. claimed acquisition of majority stock in AAP in a $7.5 million deal [FILM, Nov. 18, *et seq.*].

Stated Robert S. Benjamin, UA's board chairman: "Appropriate legal steps are being taken to bring before the stockholders of AAP a plan by which each stockholder will be offered the same price upon the same terms."

Mr. Benjamin's statement indicates that eventually UA can be expected to purchase additional shares. Outstanding shares in AAP as of mid-year totaled approximately 1.6 million.

The new development brought a victorious-sounding message from Eliot Hyman, president of AAP, who is known to have been against the move to sell to NTA by Louis Chesler, board chairman; Maxwell Goldhar, a director, vice president, secretary and treasurer, and M. MacSchwebel, a director and vice president. These three men comprised an "executive committee" of AAP.

Mr. Hyman announced that the trio, whose interests in AAP reportedly were included in the sale to UA, had resigned as officers and directors. (There was no breakdown in ownership of the 700,000 shares.)

He said that as president of AAP Corp. he is "primarily concerned with the well-being of the corporation and its stockholders. After a period of conflicting articles in the press relating to sales of this company and/or stock owned by individual stockholders, I am happy to be able to set the record straight.

"AAP Inc. will continue in business under its present management, from its same offices, and with its same staff."

He noted that Gotham Television had purchased the 700,000 shares and said AAP is "delighted at the prospect of having the added experience of the executives of United Artists in furthering our activities and progress in the television and motion picture fields."

He concluded his statement by wishing stockholders, "all members of our industry" and the public "a very happy and prosperous new year."

Neither AAP nor UA would talk about the action now current in New York Supreme Court. NTA, a party to the action, also withheld comment.

In that action, five minority AAP stockholders representing about 10,000 shares moved for a temporary injunction to stop the sale to NTA pending trial of the case. The plaintiffs claimed that Messrs. Chesler and Goldhar entered into a contract to sell 50% of AAP stock to NTA for cash, debentures and stock of NTA, even though a better contract for shareholders was offered by UA and was subsequently approved by AAP directors, but not submitted to the stockholders. They charged Messrs. Chesler and Goldhar with disregarding minority stockholder rights.

Soon afterward, NTA entered the court with a cross-complaint revealing a damage suit for $200,000 each against UA, Arthur B. Krim, UA's president; Mr. Benjamin; Mr. Hyman; AAP's treasurer, Harry Zittau, and Vice President Ray Stark. NTA charged the defendants with "inducement to break a contract and unfair competition." At its latest hearing on the matter, the court asked the attorneys involved to file answering briefs.

A brief rundown on each company involved:

United Artists—It was formed in April 1919 by Mary Pickford, Douglas Fairbanks Sr., Charles Chaplin and D. W. Griffiths. After the (Robert) Benjamin-(Arthur B.) Krim management group took over UA in February 1951, the firm financed and distributed independently-produced theatrical films for some 49 independents. It now leases post-1948 theatrical films to tv and plans tv production (UA-TV Inc.), publishes sheet music (UA Music Co.), turns out phonograph records (UA Records Inc.) and manages two Broadway theatres. The Benjamin-Krim group achieved a stock majority in 1952 after pulling UA out of the red, in 1955 bought out Charlie Chaplin and in 1956 acquired Miss Pickford's share of the company stock. (For the latest UA venture, see page 50.)

AAP Corp.—It operates AAP Inc., Associated Artists Enterprises (merchandising) and Dominant Pictures Corp. as wholly-owned subsidiaries, has tv rights and distributes "Popeye" cartoons acquired from Paramount Pictures, more than 800 Warner Bros. features, additional libraries, "Looney Tunes" cartoons from Warner Bros., and has various other activities and rights dealing with motion picture distribution and reissue.

NTA—This company has a multi-faceted operation covering network activity via NTA Film Network, station management (KMGM-TV Minneapolis, WAAT-AM-FM and WATV [TV] Newark), theatrical film distribution via NTA Pictures Inc. and co-production with Desilu and 20th Century-Fox Corp.

Roach Stock Offering Postponed

Sharp drops in the stock market last Monday and Tuesday have prompted S. D. Fuller & Co., New York brokerage house, to postpone floating of the first public offering of stock by Hal Roach Productions until Jan. 15, it was learned last week. Financial details of the Roach tv operations were contained in an exclusive report a fortnight ago [FILM, Dec. 16]. According to broker S. D. Fuller, the market fluctuations made last week an "inopportune time" in which to attempt a public sale.

Guild Films Sales $15 Million For Record in 1957—Kaufman

In a year-end statement, R. R. Kaufman, president of Guild Films, revealed last week that sales to sponsors and stations exceeded $15 million during 1957, marking the most successful year in Guild Films history.

"Regardless of general economic development, the television film industry should register further gains in 1958," Mr. Kaufman predicted. He said that although the year-end earning figure for Guild is not yet ready, the nine-month period recorded a net income after taxes of $616,000.

Television sales included every one of 22 programs in the Guild Film catalogue, from its first musical, *The Liberace Show*, to its latest Safari series, *The Michaels in Africa*. Mr. Kaufman declared he is looking forward to an equally successful new year based on two new trends: (1) the continuing upsurge of spot television buying by advertisers and (2) the steady increase of program sponsorship by local and regional sponsors.

Mr. Kaufman predicted 1958 will see the growing importance of comedy. He based this on the "enthusiastic" response Guild has had on its RKO Leon Errol comedy package, released to stations this month.

In addition to *The Michaels in Africa*, now in production, Guild Films has completed its pilot on *The Light of the World* and plans are being readied for another production, *Sabotage*, to be produced in England.

Williams to ABC Film Sales

The appointment of Philip Williams, eastern spot sales manager of Ziv Television Programs, as vice president in charge of syndication sales for ABC Film Syndication, was announced last Thursday by George T. Shupert, president of ABC Film. Mr. Williams, who assumes his new position Jan. 6, succeeds Don L. Kearney, who has been named sales director for Corinthian Broadcasting Co. [STATIONS, Dec. 16]. Mr. Williams has served Ziv Tv for five years in various sales executive capacities. Earlier, he had been with Time Inc. 15 years, including sales assignments on *Fortune* and the "March of Time," and acting as director of advertising for the motion picture and television unit of the corporation.

MR. WILLIAMS

MGM Features in 86 Tv Markets

Metro-Goldwyn-Mayer features now are being programmed in 86 tv markets, Dick Harper, MGM-TV's general sales manager, reported last week in a year-end "roundup"

The People's Choice!

During the recent vote-getting campaign held in Houston, Texas, for the November 16, 1957 election the four candidates for Mayor availed themselves of **seven times as much Class "A"** time on KPRC-TV as they used on Houston's two other television stations combined.

This is just another example of how Houstonians respect the selling power of KPRC-TV, and another concrete demonstration of KPRC-TV's determination to clear whatever time is necessary to bring the facts to the people . . . no matter what the cost in money or ratings!

Telecasting in the **PUBLIC SERVICE**

JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

EDWARD PETRY & CO.
National Representatives

of MGM feature film library sales. It is understood MGM-TV's library sales will represent approximately $52 million once the films have been released to tv.

More than two-thirds of the markets acquired the entire backlog of 700 features. Other markets have either half libraries or packages ranging from 100 to 300 films. Sales were completed in 47 out of 50 of the top U. S. cities, Mr. Harper said, with most of the smaller markets leasing the features in less than library quantities.

Wyatt Series for National Sale

Jack Wyatt, Dallas producer, will film a half-hour tv series, *Confession*, now live on WFAA-TV Dallas, and release the show for national sale after Jan. 1. The series deals with the personal testimony of criminals and others.

UA-TV TO DISTRIBUTE TV SERIES

- **Individual producers to make 39-episode 'United Artists Playhouse'**
- **UA-TV to finance, distribute shows, share profits with makers**

United Artists Corp., whose activities in television have been limited to distributing two packages of post-1948 feature films, will broaden its scope with a tv film series of 39 episodes under the working title of *United Artists Playhouse*, it was announced last week in New York.

The package of tv programs is slated for the 1958-59 season, but UA executives hope to have the first cycle ready to go by April. Detailing UA's plans for future tv activities were Bruce G. Eells, executive vice president of United Artists Television Inc., wholly-owned subsidiary, and Max E. Youngstein, vice president of UA Corp.

Unlike other Hollywood production studios, UA is not restricted to the talent of one lot; it has under contract some 49 individual producers or production "outfits." Thus, noted Mr. Eells, *United Artists Playhouse* will serve as a "research lab" whereby these individual producers can wet their toes in television without committing themselves to massive production schedules. Furthermore, it will allow UA to use an extensive variation of talents and properties.

Mr. Youngstein pointed out that the UA-TV series might not be limited to productions by UA contract contributors—that the company "might" seek "outside" talent.

Among the better-known production organizations on the UA roster: Anthony-Worldwide Productions (Gregory Peck and William Wyler), Batjac Productions (John Wayne), Bryna Productions (Kirk Douglas), D. R. M. Productions (Robert Mitchum), Heath Productions (Richard Widmark), Hecht, Hill & Lancaster, Stanley Kramer, Melville Productions (Gregory Peck), Robert Montgomery, Dore Schary, Frank Sinatra, Edward Small-Arthur Hornblow Jr., Michael Todd, Tolda Productions (Bob Hope), and numerous others including Joseph L. Mankiewicz' Figaro Productions (in which NBC has a 50% interest).

Also affiliated with UA is the CBS-TV "team" of Edward R. Murrow-Fred W. Friendly, which has placed in theatrical release a motion picture version of *See It Now* dealing with jazz musician Louis Armstrong.

The foregoing film producers have been known for their "offbeat" products—theatrical films with controversial themes, some of which were placed in theatres without the official blessings of the Motion Picture Assn. of America's code. UA producers also have pioneered in adapting tv properties to motion pictures ("Marty" and "Twelve Angry Men" [FILM, June 10].).

Although no formal contracts have been transacted between UA and the producers, it was learned that "at least four" already have sanctioned the series; some of the producers "who have been eager to plunge into tv," according to Mr. Eells, already have produced pilot films or series on their own, which may also be handled by UA-TV. The company, said Mr. Eells, will establish a greatly-enlarged syndication branch to service syndicated properties. "We make no distinction between 'network quality' programming and that for stations," Mr. Eells noted.

Initially, the series will consist of 30-minute programs, but depending on the program material and the advertiser's situation —UA-TV has had lengthy talks with one major national advertiser which it declines to name—the individual programs may run an hour each. Furthermore, Mr. Youngstein declared, "there's nothing to prevent these tv shows from becoming prototypes

PERRY SOLD HIS SADDLE

And Baltimore's sold on Perry! Judging from the immediate audience response via phone calls and letters, he's a solid hit.

Perry Andrews is Baltimore's brand new personality . . . WBAL's sparkling new voice on morning radio. He's fresh from Dallas, Texas with new sounds, new interests and a brand new appeal. If you want to sell Baltimore, let Perry and his fascinating repertoire of voices do the job for you.

PERRY ANDREWS SHOW

6 to 10 a.m. Monday thru Saturday

NBC Affiliate—Nationally Represented by THE HENRY I. CHRISTAL CO., INC.

WBAL BALTIMORE 50,000 watts

TAKE THE BIG STEP TO BIGGER SALES

in the nation's 5th market

WJBK-TV

CHANNEL 2 DETROIT

Buy The Station That Saturates Where Buying Power Concentrates

WJBK-TV puts you right in the picture in 1,700,000 TV homes in Metropolitan Detroit and southeastern Michigan, including heavily populated Flint and Port Huron.

There's 9 billion dollars of buying power concentrated in this rich market, and Detroit's Channel 2 is No. 1 with viewers in the entire area, according to both ARB and Pulse.

MAXIMUM POWER
100,000 watts, 1,057-ft. tower

COMPLETE FACILITIES FOR LOCAL AND NETWORK PROGRAMMING IN FULL COLOR

TOP CBS AND LOCAL PROGRAMS

Represented by
THE KATZ AGENCY, INC.

A STORER STATION

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N. Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

*93,750 FAMILIES

will buy

YOUR PRODUCT

instead of

Your Competitor's

in

WCKY's

CLUB

CASH

AID

PLAN

*Representing members and friends of 250 Women's Clubs.

WCK

CLUB CASH AID PLAN

A Guaranteed Opportunity To Increase Your Sales in Greater Cincinnati!

Cincinnati's Most Powerful Independent Radio Station

Club Cash Aid

CCAP is a plan open to NON-PROFIT organizations of Greater Cincinnati, including all organizations interested in earning dollars for their treasuries.

Clubs and other groups sign up with WCKY and earn money through redemption of *your* proofs-of-purchase (sales slips, box tops, bottle tops, labels, cartons, etc.) for cash at redemption values set and paid by you, and printed in the OFFICIAL BUYER'S GUIDE supplied to each participating person.

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO

THE *L. B. Wilson* STATION

L. B. Wilson INCORPORATED WCKY CINCINNATI

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

WCKY is your best buy!

for future motion picture ventures or even whole tv series unto themselves."

Asked whether "prior commitments"—to networks or possibly to pay-tv—by UA producers would prevent them from partaking in the *Playhouse* venture, Mr. Youngstein said, "We do not have an exclusive contract with anyone, and it's a good thing, too, for the producers do not feel obligated to us as they would under terms of exclusivity." UA will underwrite the series in exactly the same way it now backs motion pictures for theatrical release: 100% financing in exchange for all distribution rights and box office gross, with individual producers sharing in the profits.

During the news conference it was brought out that UA-TV, in an effort to keep the commercial quality on par with the expected dramatic quality, may sell an advertiser on fully-integrated commercials—announcements produced "with the same consummate skill" as the programs they are interrupting. Since UA has no studio facilities it can call its own, the question then was asked of Mr. Youngstein: Will UA purchase a studio? The answer: "No comment." He did say, however, that "in all likelihood" the producers responsible for their scheduled segments probably would do their own commercials. He also said UA does not intend to establish a "family operation" in the commercial production field such as it now maintains in the area of entertainment films—that is, a loosely-knit federation of small, independent tv production firms specializing in video commercials.

Mr. Eells stressed that these films "will not be mere pilots," but "beautifully showcased" so they can be put on the air almost immediately upon client approval of a series. He flies to California this week to begin laying the production groundwork for the series. Meanwhile, in New York, Herbert L. Golden, who leaves Bankers Trust Co. Dec. 31 to head UA-TV Inc. effective Jan. 1, was understood to have initiated discussions with several large advertising agencies. At Bankers Trust, Mr. Golden, a vice president, headed the bank's activities in the realm of "entertainment capital investments" [FILM, Dec. 16].

The UA-TV officials promised further "progress reports" as plans jell. UA-TV's plans for entering production were first revealed in an exclusive BROADCASTING interview with UA President Arthur B. Krim and Tv Sales Manager John Leo [FILM, June 10].

LAST WEEK'S *announcement that United Artists is going to underwrite tv production was made by Max E. Youngstein (1), vice president of United Artists Corp., and Bruce G. Eells, executive vice president of the subsidiary United Artists Television Inc., which until now has confined itself to distribution of feature film.*

EXHIBITORS SEEK PARAMOUNT BACKLOG

- **Theatre men bidding—Raibourn**
- **But he sees 1958 tv activity**

Paramount Pictures Corp., which has kept its tv plans bottled longer than any other major studio, is about to pull the plug.——[FILM, June 10].

That was the indication given by Paramount's President Barney Balaban to the company's stockholders six months ago. At that time, Mr. Balaban gave the impression that Paramount would decide what to do about its pre-1948 feature library (about 700 films) by the end of this year.

In general, this still seems to be the case (though Paramount may not be holding to the end-of-the-year deadline) with one big exception: a new wrinkle in the bidding, namely motion picture exhibitors who have entered negotiations with Paramount in an attempt to lure the feature backlog out for theatrical circuits while blocking release of the pictures to television.

In the meantime, Paramount last week announced the appointment of former advertising agency executive James A. Schulke "to assist in the development of Paramount's television activities." Mr. Schulke, also active in the talent field, was with the James L. Saphier Agency. In advertising, Mr. Schulke had been manager of account planning for radio and tv at Young & Rubicam.

Acknowledged Paramount's Vice President Paul Raibourn: "1958 at Paramount will see a lot of things [in television]."

It is conceded in the film field that Paramount has been consistently seeking the "right price"—now pegged in the vicinity of $40 million—for its backlog. According to Mr. Balaban, Paramount is negotiating with a number of people "of substance" for the sale of the pictures.

He also said some theatre exhibitors have entered the bidding. Asked for amplification last week, Mr. Raibourn confirmed that "certain theatre exhibitors are very much in it."

It is reported that a group of exhibitors, apparently representing big theatre interests, is considering the possibility of setting up a company. This firm would attempt to line up theatre owners throughout the U. S. which would pledge playing of the top features in the library as reissues. Once this assurance was final, the group then would dicker with Paramount for an outright purchase or lease of the features on a seven-year term basis. Theatre men, it was said, would agree to pay Paramount 50% above normal reissue rights and possibly a quota system would be set up (minimum number of reissues to be played per year).

The chief aim of the exhibitors: keep the features away from television. These theatre owners also believe they eventually could hold a trump card because after the seven-year period, they could release a limited number of the Paramount features to television but retain control.

Exhibitors hope to block all studios from releasing post-1948 features to tv. Mr. Balaban says Paramount has no plans to let its recent-vintage features go to tv. There has been no industry-wide movement to unload post-1948 features.

Paramount is moving ahead on another front, too. Officials fully expect the Lawrence tube (single gun, color tube) to go into production. Allen B. DuMont Labs, of which 26.6% of the common stock is owned by Paramount, has been working on the tube's development for more than a year and probably would be the manufacturer to produce it. The tube originally had been under development by Paramount's wholly-owned subsidiary, Chromatic Television Labs. Chromatic has an agreement with DuMont. Paramount has claimed for some time that use of the Lawrence tube would reduce substantially the price of a color set.

In an industry ill once more—movie receipts have fallen sharply again and still additional movie houses have closed since the first of the year—Paramount perhaps is one of the more immune, so far.

The main pick-me-up for Paramount is its revenue-reaping "Ten Commandments," which cost the company $13.5 million. This picture alone is expected to bring in about $18 million in film rentals from November 1956 through the end of this year. Theatre receipts for this film are placed at about $26.5 million at present with expectations the gross can go to a record $45 million in three years ("Gone With the Wind" has the record now—$33.5 million). Some officials have even talked about grosses above this.

FILM CLIPS

SALES

ABC Film Syndication reports sale of five half-hour tv film series—*26 Men, Code 3, Douglas Fairbanks Jr. Presents, Racket Squad* and *Kieran's Kaleidoscope*—to ZBM-TV Bermuda, which is scheduled to go on air in mid-January. Company also reports four more sales of *26 Men* half-hour tv film series, increasing total markets sold to 150. Latest sales were to Drewry's beer for WMT-TV Cedar Rapids, Iowa, and to WEWS (TV) Cleveland, KWTV (TV) WACO, Tex., and ZBM-TV Bermuda.

National Telefilm Assoc., N. Y., has announced sale of its Spanish-dubbed *Sheriff of Cochise* half-hour tv film series in Puerto Rico, Cuba, Mexico, Guatemala, El Salvador, Panama, Venezuela, Argentina, Peru and Bermuda. Other NTA sales reported: cartoons from NTA's short subject library in Puerto Rico, Venezuela, Bermuda, Mexico and Peru and 20th Century Fox package of 52 movies in Puerto Rico and Cuba.

Pittsburgh's Golden Triangle as viewed from Mt. Washington

KDKA has reached new heights

in Pittsburgh . . . and we mean the middle of Pittsburgh—

Allegheny County, that is!

The latest *Metropolitan* Pittsburgh PULSE* shows KDKA first in 383 out of 496 quarter hours surveyed. That's almost three times as good as the figures for the same period last year!

And in the *Greater* Pittsburgh PULSE* (15 counties), KDKA rated No. 1 in an amazing 489 out of 496 quarter hours . . . a cool 98.6%!

Whether you want to reach the heart of Pittsburgh or the equally rich market that surrounds it, these figures prove that KDKA is the *one sure way* to do it effectively at low cost. For availabilities, call Don Trageser, KDKA Sales Manager (EXpress 1-3000, Pittsburgh), or your PGW "Colonel".

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX
TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales
WJZ-TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

In Pittsburgh, no selling campaign is complete without the WBC station . . .

*PULSE—Aug.—Sept. 1957

KDKA 1020 **Radio**
50,000 watts Clear Channel

PA. STATIONS FACE BLUE LAW BANS

- **Broadcasters face possible action for Sunday operation**
- **Two Allentown outlets take opposite stands on ad copy**

The Commonwealth of Pennsylvania last week started to shape the pattern of 1957-58 business along the lines of its Blue Laws, first enacted in 1794.

Retail and advertising enterprises are affected directly by a complaint by the state Attorney General, asking the Dauphin County court to enjoin retail stores from opening on Sunday.

The law exempts stores selling "the necessaries of life" on that day.

At the moment, broadcasters in Allentown face possible legal action if they allow advertisers to use copy stating a store will be open on Sunday.

If Blue Law enforcement were carried to an extreme, radio and tv stations might have to shutdown or at least defend their right to operate on Sunday.

Last week a department store chain, Two Guys From Harrison, announced it would be open Dec. 22, although 77 of its employes have been arrested and some already convicted of violating the Blue Laws. A major outlet of the chain in Whitehall Township, two miles outside Allentown, has been open every Sunday.

The Two Guys organization is the prime target of Allentown, Lehigh County and State law enforcement officers. But any local law enforcement official in the state is in a position to start padlocking business houses.

The first broadcaster to take defensive action last week was Reuel H. Musselman, operating WSAN Allentown. He announced the station would not carry advertising copy promoting Sunday hours by stores not deemed to be handling "necessaries of life."

Taking an opposite position was WKAP Allentown, which carries a schedule of 35 five-minute participating spots a week. WKAP carried Two Guys copy last week saying the store would be open Sunday.

Harrington Adams, deputy Attorney General of Pennsylvania, told BROADCASTING the complaint to be filed in Dauphin County was general in its language but was directed mainly at the Two Guys store. He said his office is not interested in shutting down radio or tv stations or newspapers. He refused to give any view on the WSAN position that broadcasting of copy dealing with Sunday store opening might be a conspiracy to violate a law.

Sunday enforcement was arousing momentum in Dauphin County where Harrisburg, state capital, is located. Both county and city officials have indicated they will enforce the Blue Laws.

Last week a score of employes of the Two Guys store outside Allentown were found guilty of working Dec. 8. Alderman Thomas Miller of Allentown sentenced them to pay $4 and costs or serve six days in jail. George Joseph, attorney for the store, announced he would fight the sentences.

The text of Pennsylvania Public Law 872, Sec. 699.4, enacted in 1794 and re-enacted in 1939, follows:

> Whoever does or performs any worldly employment or business whatsoever on the Lord's Day, commonly called Sunday, works of necessity and charity excepted, or uses or practices any game hunting, shooting, sports or diversion whatsoever on the same day not authorized by law, shall upon conviction thereof in a summary proceeding be sentenced to pay a fine of $4 for the use of the Commonwealth or in default of the payment thereof shall suffer six days in prison.
>
> Nothing herein contained shall be construed to prohibit the dressing of victuals in private families, baking houses, lodging houses, inns and other houses of entertainment for the use of sojourners, travelers or strangers or to hinder water men from landing their passengers, or ferrymen from carrying over the water travelers or persons removing with their families on the Lord's Day, commonly called Sunday, nor to the delivery of milk or the necessaries of life before 9 of the clock in the forenoon nor after 5 of the clock in the afternoon of the same day.

WAAF Chicago Tries New One: Spots That Are Barely Audible

WAAF Chicago has devised a series of what may properly be called "Whispering Smith" spots—and they're generating considerable client and listener response.

Late last month, the 1 kw daytime independent station conceived the idea of airing whispered commercials listeners could hear —perhaps not the first or second time on but certainly the third. Thomas L. Davis, WAAF general manager, describes the technique as "pseudo-psychological or pseudo-subaudible." It has nothing to do with subliminal methods, he claims [SPECIAL REPORT, Dec. 2; STATIONS, Nov. 18].

WAAF currently is utilizing its technique 20 minutes after and 10 minutes before each hour. The pitch tells listeners . . . "WAAF—950 on your dial," "Oklahoma Gas is best" or "Fresh up with Seven-Up." The commercials are whispered in three tone levels put on tape and aired within less than 60 seconds. The listeners are not apt to hear the first or second too clearly but are certain to catch the third, and, moreover, may even wait in expectancy.

Mr. Davis described the method as a "new, low-pressure approach to selling radio" and as being still experimental. "If it sells and brings results," Mr. Davis said, "it will be adopted as a station policy." Already, the technique has brought in some 600-700 responses, most approving.

Thus far, the pitches have been offered to Oklahoma Oil Co., a station client, without additional compensation, and to Seven-Up Bottlers of Chicago as a "come on" for new business. No schedule of rates has been worked out with Oklahoma's agency Maryland Adv., Chicago. Local Seven-Up account is handled by Guenther-Bradford Co., also Chicago.

Capital Cities Tv Puts 52,000 Shares on Block

Capital Cities Television Corp. (Lowell Thomas, Frank M. Smith, J. Floyd Fletcher and Harmon L. Duncan interests) has offered 52,000 shares of common stock on the public market. The $1 par value stock is offered at $5.75.

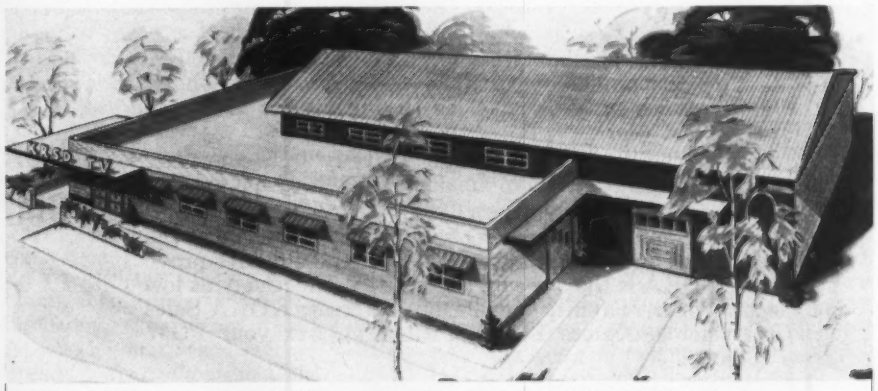
The Capital Cities company owns WROW and WTEN (TV) Albany, N. Y. (formerly WCDA [TV]), WCDB (TV) Hagaman, N. Y., WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N. C. All are or will be CBS affiliates.

WTEN received FCC authority to operate temporarily on ch. 10 Vail Mills, N. Y. (an Albany suburb), pending the outcome of a comparative hearing for that vhf channel, which was assigned to the Albany area last year and reaffirmed this summer.

Last week the Commission authorized the continuance of ch. 41 WCDA (TV) Albany as a dual operation with ch. 10 WTEN until Jan. 15 to maintain service until the kinks in the new ch. 10 are ironed out. Satellite ch. 29 WCDB has ceased operation. Satellite ch. 19 WCDC is being continued.

The Commission also last week turned down a request by WVET-TV Rochester, N. Y., for a stay of the FCC's grant to WTEN to operate on ch. 10 in the Albany area pending the outcome of the hearing. WVET-TV is an applicant for the ch. 10 assignment.

The merger of Hudson Valley Broadcast-



DRAWING near its early 1958 target date, KRSD-TV Rapid City, S. D., reports construction well along on its new plant. The one-story building started in September, will house studios of both the tv outlet and KRSD Radio. KRSD-TV will telecast on ch. 7 with 30 kw and is affiliated with NBC. It is owned by John and Harry Daniels of Deadwood, S. D., and Eli Daniels of Rapid City, who also have a permit for ch. 5 KDSJ-TV Deadwood.

ing Co. (WTEN and satellites) and Durham Television Inc. (WTVD) took place last August. It followed the purchase of WTVD by Messrs. Thomas and Smith and associates last spring for $1.5 million, with Messrs. Fletcher and Duncan retaining 25%.

Capital Cities is authorized to issue 2 million shares of common stock. There are 1.05 million shares outstanding and 18,000 reserved for warrants.

It is estimated the 52,000 shares being offered publicly will bring in $299,000, with $6,500 to go to the underwriters (Harold C. Shore & Co., New York, and First Securities Corp., Durham, N. C.) as commissions. The proceeds of $292,500 will be used, the offering circular noted, to pay off a $220,000 bank loan made by the Bankers Trust Co., New York, and for working capital.

Mr. Thomas owns 18.5% of Capital Cities and Mr. Smith 13.9%. Other major stockholders are Messrs. Fletcher and Duncan, each owning 4.1%. Mr. Smith, who is president of the Capital Cities company, is also a one-third owner of WCNS-TV Baton Rouge, La.

Balance sheets as of June 30 show that Hudson Valley Broadcasting Co. had total assets of $1,184,150, with current assets of $466,071. Current liabilities were $619,175, and long term obligations, $1,274,885, with a deficit of $852,218. Durham Television as of the same date showed total assets of $2,174,990, with current assets of $327,687. Current liabilities were $324,357, with long term debt, $1,623,724, and a deficit of $15,409.

Hudson Valley had a net deficit, after taxes, of $406,969 in 1955, of $139,244 in 1956 and a net profit after taxes of $60,871 in the first six months of this year.

Durham Television Inc. (WTVD owner) had a net income, after taxes, of $33,140 in 1955, $73,076 in 1956, and a deficit of $13,300 for the first six months of 1957.

Capital Cities' *pro forma* balance sheet as of Sept. 30 of this year indicates total assets of $3,136,730, with current assets of $563,484. Current liabilities are listed as $683,729, and long term obligations at $1,185,174. The deficit is listed as $882,571.

Ground Broken for KHUM-TV

California-Northwest Broadcasting Co. has broken ground for construction of KHUM-TV Eureka, Calif., and expects to be ready for operation early next year. Studios, offices and transmitter for the ch. 6 station will be housed in a tri-level building on Humboldt Hill, six miles south of Eureka.

Carroll R. Hauser, owner of KHUM Eureka and president of KVEN Ventura, Calif., is president of KHUM-TV. Vice president is George C. Fleharty, president of Shasta Telecasting (KVIP-AM-TV Redding, Calif., 50% owner of KHUM-TV) and mayor of Redding. Mr. Hauser will direct local operations in Eureka and Mr. Fleharty national and regional sales. The George P. Hollingbery Co. will represent both KHUM-TV and KVIP-TV for national sales. The two stations will maintain a program-sales affiliation.

Rochesterians Know
WHAT'S WHATNIK!
Of all the things flying about the air, these days, the ones that interest Rochesterians most are the fine programs (the best of CBS and ABC!) carried by Channel 10! That's why most Rochesterians prefer to tune in Channel 10 when they seek a pleasant evening's entertainment. — That's why smart sponsors buy the "Big 10" in Rochester, N. Y.
NATIONAL REPRESENTATIVES:
THE BOLLING CO. (WVET-TV)
EVERETT-McKINNEY (WHEC-TV)
In Rochester, N. Y.
IT ALL
ADDS UP TO
10
CBS
BASIC

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

The following sales of station interests were announced last week. Both are subject to FCC approval.

KFOX LONG BEACH, CALIF. • Sold to Kenyon Brown and Kevin B. Sweeney by Arthur B. Hogan for approximately $700,000, of which $100,000 is cash. Mr. Brown owns 68%; Mr. Sweeney 32%. It is understood that Mr. Brown may split his share among associates Harry L. (Bing) Crosby, George L. Coleman and Joseph A. Thomas. The Brown group also equally owns KCOP (TV) Los Angeles, which it bought for $4 million from Copley Press owners in a transaction approved by the FCC two weeks ago [STATIONS, Dec. 16]. The same Brown group sold KFEQ-AM-TV St. Joseph, Mo., to the Fine theatre interests for almost $1 million late last summer [STATIONS, Aug. 26]. Last October, Mr. Brown received FCC approval to sell KWFT Wichita Falls, Tex., to F. L. and Geraldeane J. Whan, Ben Ludy and others for $300,000 [STATIONS, Oct. 28]. He also sold KBYE Oklahoma City to Alfred Zugsmith and associates last summer for $90,000. Mr. Brown owns KANS Wichita, Kan. and 22.15% of KGLC Miami, Okla. Mr. Sweeney is president of Radio Advertising Bureau. KFOX operates full time on 1280 kc with 1 kw. It was bought by Mr. Hogan in 1956 for $536,000.

KBYE OKLAHOMA CITY, OKLA. • Sold to Kevin B. Sweeney, Glenn Griswold and F. F. (Mike) Lynch by Albert Zugsmith and associates for approximately $180,000. Mr. Zugsmith and his group bought KBYE from Kenyon Brown and associates last summer for $90,000. Mr. Sweeney, president of Radio Advertising Bureau, is also 32% owner of a company buying KFOX Long Beach, Calif. (see above). Mr. Griswold was general manager of KFEQ-AM-TV St. Joseph, Mo., and Mr. Lynch is general manager of KBYE. Mr. Sweeney will own 36% of KBYE, Mr. Griswold 18% and Mr. Lynch 28%. H. J. Cole, station accountant, retains his 18% interest. KBYE is a 1 kw daytimer on 890 mc.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, *page 87.*

WHOO-AM-FM ORLANDO, FLA. • Sold to Ted Estabrook by Edward Lamb for $222,500 cash or $250,000 over a ten-year period. Mr. Estabrook is the former owner of WERI Westerly, R. I., which he sold to William Sweeney for $74,000. Mr. Lamb continues to own WICU-AM-TV Erie, Pa., holds a cp for WMAC-TV Massillon, Ohio, and is the prospective purchaser of WTVQ (TV) Pittsburgh (cp for ch. 47). WHOO operates on 990 kc with 10 kw day and 5 kw night, is affiliated with ABC.

KGA SPOKANE, WASH. • Sold to Gran Broadcasting Co. by Bankers Life and Casualty Co. for $250,000. Gran Broadcasting is owned by L. F. Gran (80%) and others. Mr. Gran is 11.5% owner of Illiway Television Inc., applicant for ch. 8 at Moline, Ill.; 25% partner of Rex Television Co., applicant for ch. 10 at Duluth, Minn. KGA operates on 1510 kc with 50 kw, is an ABC affiliate.

WAND CANTON, OHIO • Sold to Dover Broadcasting Co. by P. C. Wilson for $150,000. Dover Broadcasting is owned by Mrs. Agnes J. Reeves Greer (99%). Mrs. Greer is president and 50.841% stockholder of WAJR-AM-FM Morgantown, W. Va., president and 99% stockholder of WJER Dover, Ohio, is licensee and permittee, respectively, of WKJF (FM) and WKJF-TV Pittsburgh, Pa. WAND operates on 990 kc with 500 w day. On this approval, Comr. Robert T. Bartley voted for a McFarland letter.

WROD DAYTONA BEACH, FLA. • Sold to Radio of Daytona Inc. by John S. Murphy and James F. McDonough for $145,000. Radio Daytona comprises Morton Bassett, John Blair & Co. (80%) and Mr. McDonough (20%). Mr. McDonough remains in executive capacity. WROD operates on 1490 kc with 250 w.

KBTM-AM-FM JONESBORO, ARK. • Sold to Alan G. Patteson Jr. and Matthew Carter Patteson, equal partners, d/b as Patteson Brothers, for $110,000. KBTM, an MBS affiliate, operates on 1230 kc with 250 w. KBTM-FM is on 101.9 mc with 8 kw.

WCOS-AM-FM COLUMBIA, S. C. • Sold to George H. Buck Jr. by Charles Pittman for $107,500. Mr. Buck and his father George H. Buck Sr., are majority owners of WJNO West Palm Beach, Fla. WCOS, an ABC affiliate, operates on 1400 kc with 250 w. WCOS-FM is on 97.9 mc with 5.3 kw.

San Diego Ams, AFTRA in Talks

Negotiations have begun between AFTRA and five San Diego radio stations—KFMB, KFSD, KCBQ, KSDO and KGB—for a new contract to replace the present one, which expires Jan. 31, 1958.

Wage demands and the union pension and welfare plan are the main terms of discussion, Claude McCue, western regional director of AFTRA, said Thursday. He added that "there is no progress to report as yet." Negotiations are being carried on jointly with all five radio stations, he said.

The present base wage for announcers at these stations is $105 for a five-day, 40-hour week.

Unfair, KITE Says Of Hooper Exclusion

KITE San Antonio asked C. E. Hooper Inc. last week to "get your big heel off our little neck."

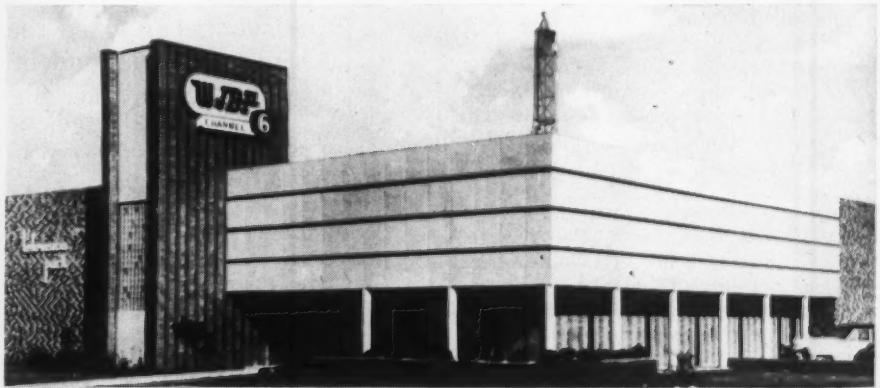
The statement was in a protest against the omission of KITE ratings from Hooper's October San Antonio report. Hooper deleted the ratings because during the survey period KITE conducted promotion that would tend to inflate them, Hooper said [ADVERTISING & AGENCIES, Dec. 9].

Charles W. Balthrope, KITE president, wrote Hooper that the station's telephone promotion "does not constitute any efforts to inflate your survey. . . . The exact phrasing: 'When the voice on the telephone says are you listening to your radio and it's KITE calling, you may win a big prize. . . .'

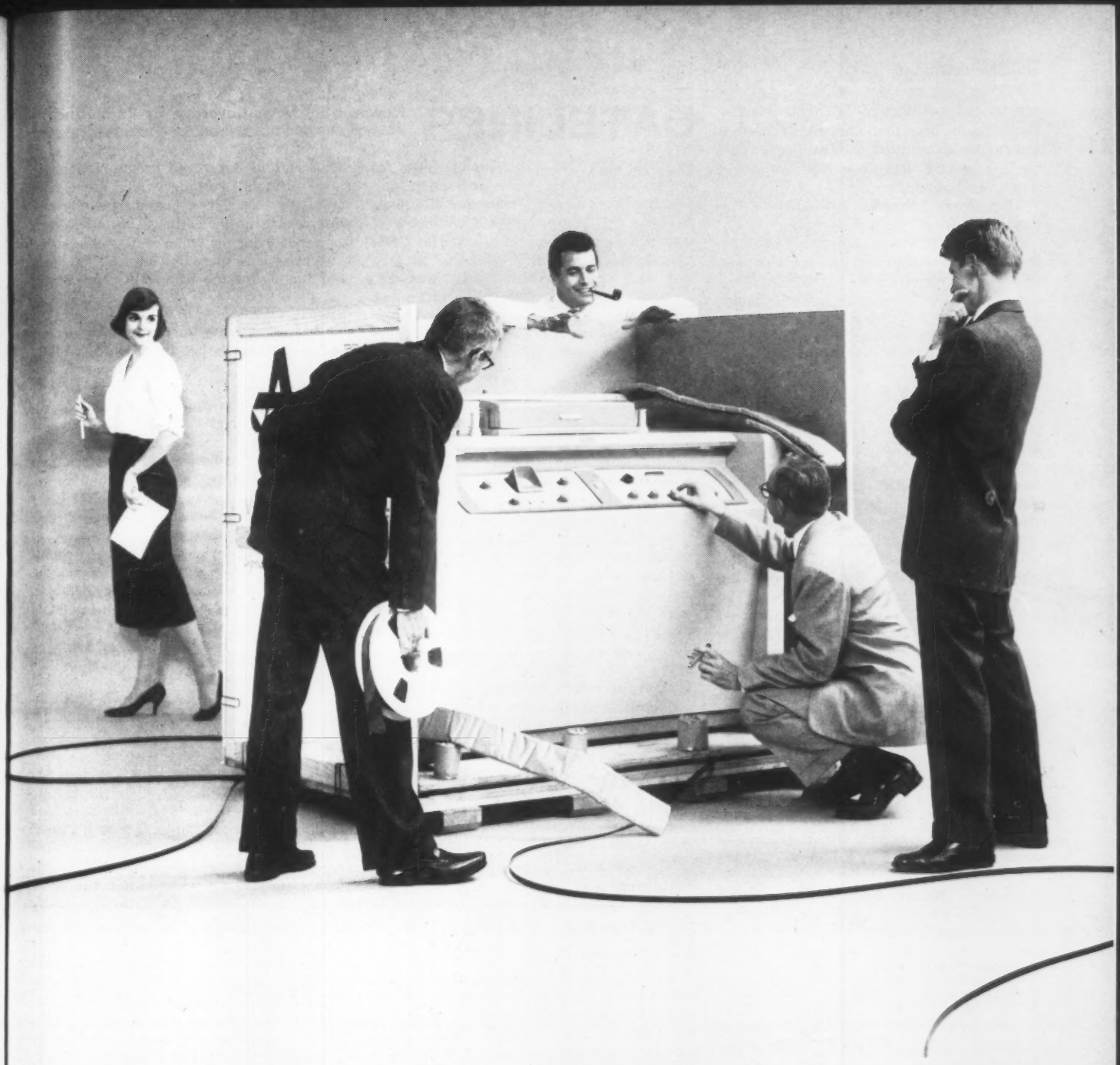
"In this, we clearly identify ourselves as calling our listeners and offering them a prize. We do not attempt to confuse listeners by saying we are a survey. We say, when KITE calls you may win a prize. That simply states a broad technique engaged in one way or another by many stations whom you do not penalize by omitting ratings.

"I don't see how you can consider it fair to penalize a station by omission of ratings simply because your interviewers get vague replies. This is not a fault of the station, and yet you have hurt us from a business standpoint by omission of the ratings, and more particularly by branding KITE as guilty 'of alleged [unfair] promotions. . . .'"

Hooper officials had said, when omission of the KITE ratings was disclosed, that they didn't like survey-week promotions which might produce "typical" results, but that they did not omit ratings if the promotion required people to actually listen in order to win. It is when the promotion is such that



WJBF (TV) AUGUSTA, GA., is settled now in its new studios and offices, built to replace studios destroyed by fire in 1956. The $350,000 plant occupies a two-acre plot in downtown Augusta and offers 20,000 square feet of working space. The station also has put up a new transmitter plant and tower eight miles east of Augusta.



Pushbutton TV recording has arrived!

Independent and Network stations are now taking delivery on Ampex "Videotape"* Recorders, and the long expected "quality" revolution is here. For they record the full, linear grey scale on magnetic tape—and playbacks look **live!**

Pushbutton operation too! Handle like standard tape recorders. Tape travels only 15 inches per second, packing 64 minutes of picture and synchronized sound into a 12½" reel. Has all the advantages and **economies** of tape recording, too... tapes can be played back immediately, or re-used again and again.

You can now buy the "Videotape"* Recorder, and all other Ampex professional equipment, on a factory-direct basis. For complete information, write to the address below.

YOU BENEFIT BY DEALING DIRECT

- PERSONAL CONTACT WITH AMPEX THROUGH FIELD SALES ENGINEERS
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people can say they're listening, whether they are or not, that confusion develops and ratings are omitted, they explained. Last week, after the Balthrope letter, they restated this position.

They also said they had a technique which they hoped would solve the problem.

Omitting KITE and other stations where they feel promotions inflate ratings, they said, "is purely a matter of our inability, during the period in question, to distinguish between actual listening and people who say they are listening but are not.

"Beginning with December, we have a technique whereby we think we can distinguish between liars and listeners. When we call a number, the first thing we say is 'this is a Hooper survey,' with more emphasis than usual on the 'Hooper.' We then make very clear that we are not engaged in a promotion and that the person we're calling definitely will not get a prize or anything else for answering our questions."

Authorities said that in one instance where this was tried the station got a 29 rating as against a 49 when the interviewing was done by conventional methods. The station had a 22 before the promotion started, and the Hooper company feels the revised technique eliminated most or practically all of the "inflation."

In his letter Mr. Balthrope asked: "If you are going to damage business for us by implying we are rat operators, why don't you be fair about it?" He suggested that Hooper carry notations on all survey-week promotions, but also carry the ratings of all stations "instead of pointing a finger at only one station." He also offered to "help your interviewers pin down the details" of special promotions conducted by KTSA and KONO San Antonio.

Hooper officials maintained, however, that the KTSA and KONO promotions required actual listening—that members of the audience could not win anything unless they did listen.

WBLN (TV) Returns to Air

Off the air nearly 10 months because of financial difficulties, WBLN (TV) Bloomington, Ill., resumed operation this month on ch. 15.

WBLN has been emphasizing film shows and local programs, including news, weather and sports fare, according to Worth Rough, station manager. It is operating seven days weekly, Sunday-Friday, 5:30 p.m.-12 midnight and Saturdays from 5 p.m.

WBLN's new staff includes Willard Nichols, sales manager, and Warner Tidemann, formerly of WJBC that city, program and news director.

WBZ-FM Makes Bow on 106.7 Mc

WBZ-FM Boston has completed its first week of broadcasting on 106.7 mc, according to Paul E. Mills, general manager of WBZ-AM-FM and WBZA Springfield, Mass. The new station went on the air Dec. 15 with a daily 5 p.m.-midnight schedule of "fine music." Using the WBZ-TV tower at Needham, Mass., WBZ-FM claims coverage over a radius of 75 miles from Boston, an area of more than 4 million population.

DATELINES

Newsworthy News Coverage by Radio and Tv

MOUNT VERNON—This Illinois town relied on KMOX St. Louis for emergency information when the Wednesday afternoon tornados knocked out WMIX Mount Vernon, it was reported Thursday. The CBS-owned St. Louis station was able to leap into the breach because Chet Mangner, KMOX farm director, was in Mount Vernon on a speaking engagement when the unseasonal twister struck. It had the only direct reports from the stricken town 75 miles away, it claimed.

Mr. Mangner drove five miles to find a working telephone and give the report to Steve Rowan, KMOX night news director. He followed up with hospital reports and reports from city officials assessing the damage, which later was put at 10 killed, 110 injured and $6 million in property damaged. Mr. Rowan and KMOX night personality Harry Fender broadcast emergency information through the evening until the all-clear signal was given.

As KMOX and the area prepared for more tornadoes Thursday evening, the station said listeners are putting to use the disaster card offered by the station last spring at the height of the storm season. KMOX also referred to FCC conversion of Conelrad to storm duty, effective Jan. 1, at the suggestion of KMOX and others [GOVERNMENT, Dec. 16].

CAPE CANAVERAL—The Atlas intercontinental missile test last week gave the station-network team of NBC and WFGA-TV Jacksonville, Fla., another chance to try out rocket coverage machinery, which first was set up to cover the Vanguard satellite launching attempt Dec. 6. WFGA-TV News Director Harold Baker and Program Manager Rusty Bruton, working with NBC news staffer Roy Neal, have been originating network reports on the activity 100 miles down the cape, flying newsfilm out of the scene as soon as it is shot. Jim Kitchell has been coordinating the job from NBC New York.

PACIFIC OCEAN—Although weather got in the way of a Navy missile test at sea off Anacapa Island earlier this month, KUDU Ventura, Calif., counts its shipboard coverage a success. To get reports back to land from *The Norton Sound*, Navy missile research ship, KUDU's Volkswagen mobile unit was hoisted aboard and lashed to the deck of the 540-foot craft. Dick Buffum, station news editor, broadcast running reports by shortwave (with FCC permission) during the storm-tossed, six-hour voyage. Unfavorable weather caused the Navy to call off the "Terrier" firing before the countdown was over, but radio listeners in the interim got a close-up of Navy guided missile research at sea, according to KUDU Station Manager Hugh Wallace.

WASHINGTON—The Odyssey of Joe Biggs, temporary Post Office employe who carried the mail to New York himself via truck instead of trusting the railway, first was uncovered by Joe Phipps, news director of WWDC Washington, it has been acknowledged. Mr. Phipps is credited by the AP, Washington, with passing along the feature tip, which represented, according to one AP editor, "a pretty fair sample of his tips." The mix-up, in which Mr. Biggs misunderstood an order to dump the mail at the railway station, got wide play in the news.

RAB's Sweeney to Be Partner In Purchases of KFOX, KBYE

Kevin B. Sweeney, president of Radio Advertising Bureau, moved into station ownership last week, with the acquisition of a 32% interest in the company buying KFOX Long Beach, Calif., and a 36% interest in the group buying KBYE Oklahoma City, Okla. (see page 58).

MR. SWEENEY

Mr. Sweeney received permission from the RAB board two years ago to make station investments. He has no intention of operating the stations himself, it was indicated.

Before becoming head of RAB in 1954 (he joined RAB in 1951), Mr. Sweeney was a sales executive with Don Lee Network, KFI-AM-TV Los Angeles and with CBS and CBS' Housewives Protective League in Los Angeles.

WPAC Extends Operation with Fm

WPAC Patchogue, New York, has announced addition of WPAC-FM to broadcast simultaneously with WPAC-AM and extend programming of the daytime station to 9 p.m. WPAC-FM is operating on 106.1 mc with 15 kw. Temporarily during the Christmas season the Long Island fm is broadcasting a special Christmas music schedule for shoppers and home listeners. The two stations will start simultaneous programming the first of the year.

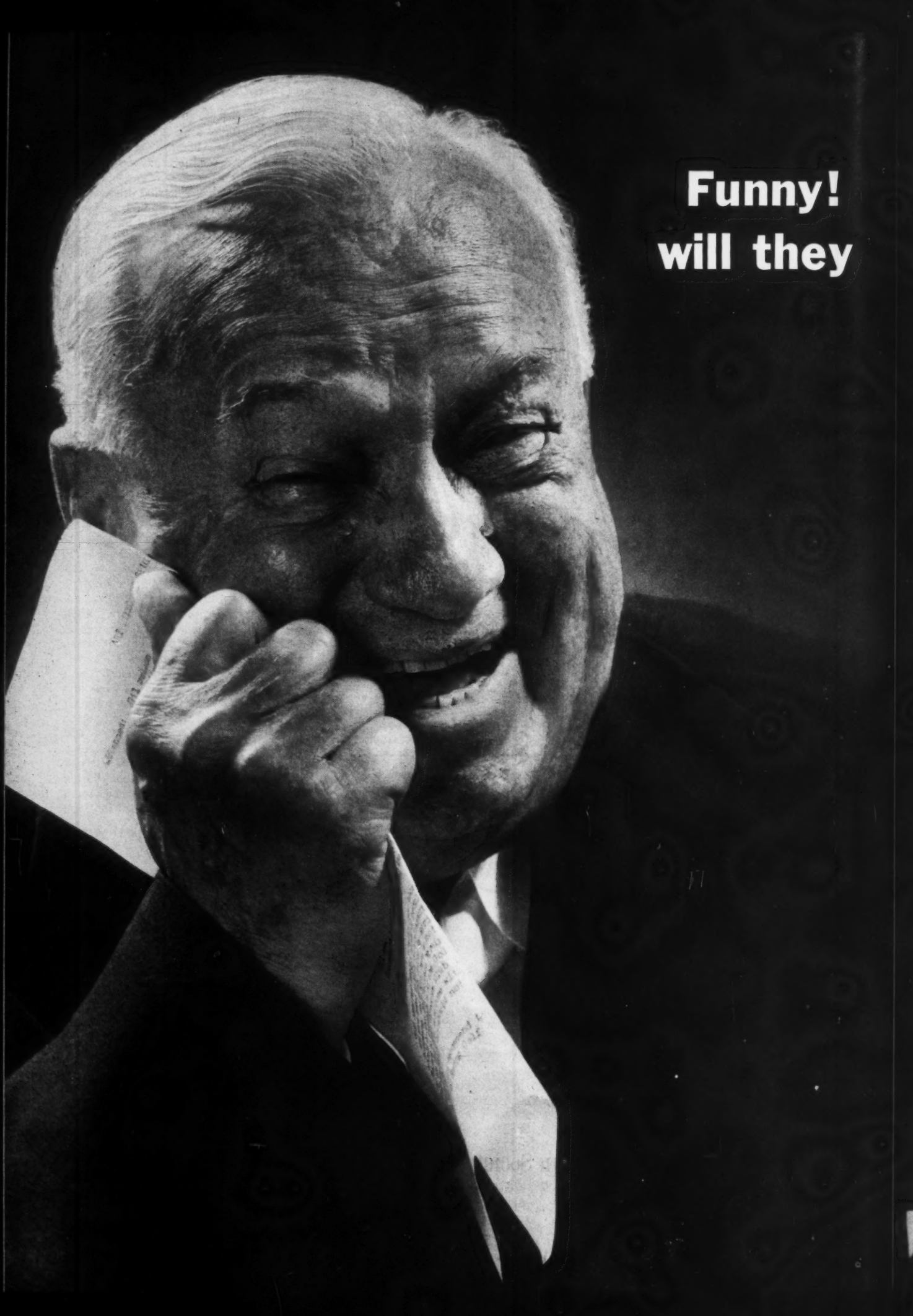
Porter Announces WMMS Staff

Winslow T. Porter, former general manager of WHYL Carlisle, Pa., and now owner of WMMS Bath, Me., has completed top-level staffing of the new station with the following:

Mark Roman, program manager, formerly of WCUE Akron, Ohio; W. H. Prosser, news and continuity director, a published novelist who formerly worked for Boston and New York advertising agencies; Lew Colby, promotion manager, formerly of WNDU-AM-TV South Bend, Ind.; Dr. Harry F. Hinckley Jr. (orthopedic surgeon), chief engineer, and Eleanor M. Brice, sales representative, formerly in the promotion department of Monsanto Chemical Co.

The 11-week-old station has joined the Lobster Network, Mr. Porter also announced. WMMS ("Where Most of Maine Is Served") operates on 730 kc with 500 w, daytime.

Season's Greetings ★ American Society of Composers, Authors and Publishers


Funny!
will they

But— all laugh?

TV comedy is not a funny business. What seemed hilarious at a story conference can fall flat at airtime. Film can help here—in many ways! With film, pre-testing is easy . . . laughs can be measured, highlighted—"fluffs" cut out . . . stations and time lined up with far more control. That's why a good comedy show is a better comedy show on EASTMAN FILM.

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Be sure to shoot IN COLOR . . .
You'll be glad you did

GOVERNMENT

FUND FOR REPUBLIC TO PROBE TV

- **Mass media project will analyze government-tv relationship**
- **Then it will study free speech application to tv, FCC role**

The Fund for the Republic will embark on a "study" of the tv medium.

In announcing the fund's decision last week, Robert M. Hutchins, president, noted that two "additional projects" are to be carried out as parts of the fund's continuing study of a free society.

One of the projects will deal with the mass media of communication (beginning with tv) and the other will be devoted to political parties, pressure groups and professional associations.

Thus, the fund, an independent nonprofit institution set up originally with Ford Foundation millions, can be added to a lengthening list of groups inquiring into television, though nearly all of them have been confined heretofore to congressional and governmental inquiries.

The mass media project, according to Mr. Hutchins, will begin with an "analysis of the relationship between government and television." The project, he said, will include a study "of the application of the First Amendment's guarantees of free speech to the medium of television and an analysis of the role of the FCC as a regulatory body in this field."

To underscore tv's importance to society (and to the fund), Mr. Hutchins observed:

"Surveys have shown that people spend more time with television than with magazines, newspapers and radio combined.

"The latest estimates indicate that more than 41 million American homes have television sets and these sets are in operation several hours a day. It has become increasingly clear that television is having a tremendous impact on our society."

As yet, no budget has been set for the project. Originally the fund was set up in 1951 with a $1 million appropriation of the Ford Foundation. Subsequently (February 1953), the foundation allocated an additional $14 million to the fund. (It was at that time the fund assumed a completely independent status.)

The tv project is an outgrowth of a recommendation by the fund's "Committee of Consultants on the Basic Issues." The fund Thursday turned down a BROADCASTING request for a copy of the original recommendation, noting that it is for "internal" use.

Members of the consulting committee included A. A. Berle Jr., an attorney in New York, author and former assistant secretary of state; Scott Buchanan, philosopher-author and former dean of St. John's College; Eugene Burdick, political scientist at the U. of California and novelist; Eric F. Goldman, Princeton U. professor and Bancroft Prize winner; Clark Kerr, chancellor, U. of California at Berkeley and labor economist; Henry R. Luce, editor-publisher *Life*, *Time* and *Fortune;* John Courtney Murray S.J., theologian at Woodstock College and editor of *Theological Studies;* Reinhold Niebuhr, vice president and graduate professor, Union Theological Seminary; Isidor I. Rabi, Nobel Prize physicist and chairman, general advisory committee, Atomic Energy Commission, and Robert Redfield, U. of Chicago professor of anthropology.

Named "especially responsible for the mass media study" is Mr. Goldman, at one time a member of *Time's* editorial board. Among the books he has written are *Rendevous With Destiny* and *The Crucial Decade.*

Three members of the fund's board of directors will act as liaison directors on the project: Alicia Patterson, editor and publisher of *Newsday;* Bruce Catton, editor, *American Heritage* magazine, and Harry S. Ashmore, executive editor, *Arkansas Gazette.*

The fund's staff director for the project will be Frank E. Kelly, a vice president who served as U. S. director of the International Press Institute's study of world news in 1953.

Mr. Kelly said plans are underway for meetings and conferences to take place probably next month. At that time a blueprint for study will be made. Most likely, the fund first will review reports already issued and relating to the application of the free speech amendment to tv. The group also can be expected to review studies and reports of congressional committees and others.

The objective of the study is to digest all available material and see what points have been covered which "need to be developed and clarified."

The fund's reports in past years have carried in their listings a project entitled "Commission on Performance of Mass Media," described as "for exploration of a continuing agency to appraise the performance of the media of mass communication."

The fund in May 1955 authorized $25,000 for this project. Basically, the Fund for the Republic itself is dedicated to freedoms and civil liberties. It was founded to "support activities directed toward the elimination of restrictions on freedom of thought, inquiry and expression in the U. S. and the development of policies and procedures best adapted to protect these rights in the face of persistent international tension."

WWLP (TV) Plan Comments Asked

The FCC last week invited comments by Jan. 17, to the petition by Springfield Television Broadcasting Corp. (WWLP [TV], ch. 22) Springfield, Mass., to substitute ch. 15 for ch. 75 in Concord, N. H., ch. 21 for ch. 15 in Portsmouth, N. H., ch. 75 for ch. 30 in St. Johnsbury, Vt., ch. 69 for ch. 74 in Bennington, Vt., and give ch. 74 to Springfield, Vt.

It also denied the petition by Telecasting Inc. (WENS [TV] ch. 16) Pittsburgh, Pa., for rule making to add a fourth commercial vhf channel to the Pittsburgh area by (1) shifting ch. 9 from Steubenville, Ohio, to Pittsburgh, and ch. 16 from Pittsburgh to Steubenville, or (2) adding ch. 6 to Pittsburgh by deleting ch. 12 from both Erie, Pa., and Clarksburg, W. Va., and adding it

to Cleveland-Akron, Ohio (as well as to Johnstown-Altoona), deleting ch. 8 from Lancaster, Pa., and adding it to Philadelphia-Wilmington-Camden-Atlantic City.

Van Volkenburg Heads Applicant For Ch. 10, St. Petersburg, Fla.

Jack L. Van Volkenburg, president of CBS-TV from 1952 to the end of 1956, is the president-general manager and one of the principal stockholders in an application filed last week for ch. 10, St. Petersburg, Fla.

The application is in the name of Bay Area Telecasting Corp. It is the fourth application for the vhf channel, assigned to the St. Petersburg-Tampa area by the FCC last summer.

Besides Mr. Van Volkenburg, who holds a 9.85% interest, other major Bay Area stockholders are Louis Fried, 15.4%, and Curtiss & Gross Inc., 13.53%. Mr. Fried is sales manager, Benrus Watch Co. Curtiss & Gross Inc. is a building construction firm.

Other stockholders include John S. Houseknecht, formerly with Screen Gems and William Esty Co.; Fred Waring, orchestra leader; Harry W. Bennett Jr., new executive vice president, Joseph Katz Agency and formerly with Bryan Houston Inc. in the same capacity; Hal James, Doherty, Clifford, Steers & Schenfield and formerly with Ellington & Co.; Charles T. Ayres, ABC sales representative; and Fred C. Hutchinson, manager, St. Louis Cardinals.

Messrs. Bennett, Houseknecht, and James were members of the group which fought unsuccessfully for St. Petersburg-Tampa ch. 8 in 1954, finally granted to the *Tampa Tribune* (WFLA-AM-TV). They also have minor interests in WVET-AM-TV Rochester, N. Y.

Bay Area proposes to spend $1.1 million in building the ch. 10 facility, with $1.3 million scheduled to be spent on operation the first year.

FCC Grants KVIT (TV) Move

By a 4-3 vote, the FCC last week granted KVIT (TV) Santa Fe, N. M., permission to move its transmitter from 2.8 miles northwest of Santa Fe to Sandia Crest, N. M., which is 43 miles southwest of Santa Fe and 14 miles northeast of Albuquerque. Also approved was an increase in power from 0.324 kw to 28.2 kw.

Comrs. John C. Doerfer, Richard A. Mack and Rosel H. Hyde dissented to the Commission action but did not issue statements. Ch. 2 KVIT, owned by Video Independent Theatres Inc., is not yet on the air.

New Deadline for Class IVs Case

The FCC has extended the deadline date for reply comments in the local broadcast stations case (in which Class IV stations aspire to increase their power from the present 250 w maximum to 1 kw) from Dec. 12 to Jan. 13. This extension was requested by Community Broadcasters Assn., representing some 500 out of the 900 Class IV stations on the air. Comments were filed with the FCC in this proceeding last month [GOVERNMENT, Dec. 9].

WELL APPOINTED MANSION

With addition of special film-recording studios in the Florida governor's mansion, reaching the people will be almost as simple for the chief executive as going downstairs. The governor's cabinet has appropriated $2,250 to install special wiring, lights and acoustical facilities in an unfinished basement. The new studios will be put to regular use by the mansion's present tenant, Gov. LeRoy Collins, who films and records reports for radio and television stations each month.

Examiner Sets Ch. 11 Hearing For Remaining Fargo Applicant

With the withdrawal of Marvin Kratter as an applicant for ch. 11 Fargo, N. D., FCC Hearing Examiner Elizabeth Smith has scheduled a Jan. 27 hearing on the remaining application by North Dakota Broadcasting Co. The hearing was ordered to determine possible signal overlap and concentration of control of North Dakota stations and the circumstances surrounding the withdrawal of Mr. Kratter, who announced his intention to drop out at a Dec. 12 prehearing conference.

North Dakota Broadcasting (owned by John Boler, 57%, and over 500 others) owns KCJB-AM-TV Minot, KBMB-TV Bismarck, KXJB-TV Valley City and KSJB Jamestown, all North Dakota, and holds a permit for KDHS (TV) Aberdeen, S. D.

FCC Asks Spectrum Comments In Readying for Geneva Meet

The FCC has asked for comments by Jan. 23, 1958, on the whole radio spectrum from all interested persons in preparation for the forthcoming International Radio Conference, scheduled for July 1, 1959, at Geneva, Switzerland. The Commission noted it has not yet taken any position on any of the proposals so far drawn up by the groups working with government-industry committees and the U. S. State Dept., and declared it did not wish to do so until it had heard from its licensees and other interested parties.

The importance of the Geneva conference was emphasized by the FCC in its statement: ". . . We wish to emphasize the importance of the matters which will be considered at the forthcoming conference, and the significant effect which changes in the Radio Regulations may have upon Commission licensees and the entire communications industry."

FTC Finalizes Universal Order

Federal Trade Commission has issued an order to Universal Sewing Service, Cincinnati, to stop using bait advertising and false claims to sell sewing machines, vacuum cleaners and other merchandise. The action, involving broadcast commercials and newspaper advertisements, confirms an initial decision by an FTC hearing examiner last month. Use by Universal of the name "Westinghouse" on Japanese sewing machines or any other product is forbidden under the order.

FCC Members Agree To Answer Moulder

FCC commissioners last Monday informed Rep. Morgan Moulder (D-Mo.) that they would answer questions on gifts and benefits submitted by the House Legislative Oversight Subcommittee chairman [GOVERNMENT, Oct. 14].

And, from his Missouri home last Thursday, Rep. Moulder stated the investigative committee now has enough material and information to hold hearings on one or all six of the agencies it was established to investigate. At the same time, he hit the FCC for failing to furnish the committee's investigators with files on pending cases.

Last Monday's meeting at 5 p.m. was held at the request of the commissioners, who felt that it was impossible to furnish meaningful and complete answers to the questions [GOVERNMENT, Oct. 21]. One of the principal points discussed was to what detail the commissioners would need to go in listing gifts, honorariums, etc., received from Jan. 1, 1949 to the present date. Similar questionnaires were sent to certain former commissioners, the networks, and other industry organizations and figures.

Dr. Bernard Schwartz, chief counsel for the subcommittee, also attended the meeting and in addition spent a part of last week working at the FCC.

Rep. Moulder said that it has not been decided what federal regulatory agency will be called first for hearings by the committee, which was established with a $250,000 appropriation last spring to determine whether the agencies are administering the laws as Congress intended. In addition to the FCC, these agencies include the Federal Trade Commission, Interstate Commerce Commission, Federal Power Commission, Civil Aeronautics Board and Securities & Exchange Commission.

The chairman said he hopes to hold an executive meeting of the subcommittee the day after Congress returns to Washington, which would be Jan. 8. There is a possibility, he stated, that the first hearing will be of a general nature (involving all six agencies) early next month to take up the problem of gifts, plus pressures on FCC members.

Expressing concern over these pressures—by both industry figures and members of Congress—Rep. Moulder said that it may be necessary to introduce legislation designed to protect the commissioners. (During the last session of Congress, Sen. Henry Jackson [D-Wash.] introduced S 2462, which would make it a crime to attempt to influence "adjudication" by independent regulatory agencies.)

On the question of pending files, Rep. Moulder said the committee has no intention of trying to influence a Commission decision in any way, but at the same time it is entitled to see all records. This, he felt, brings up the old, unanswered question of whether an agency can withhold information from Congress.

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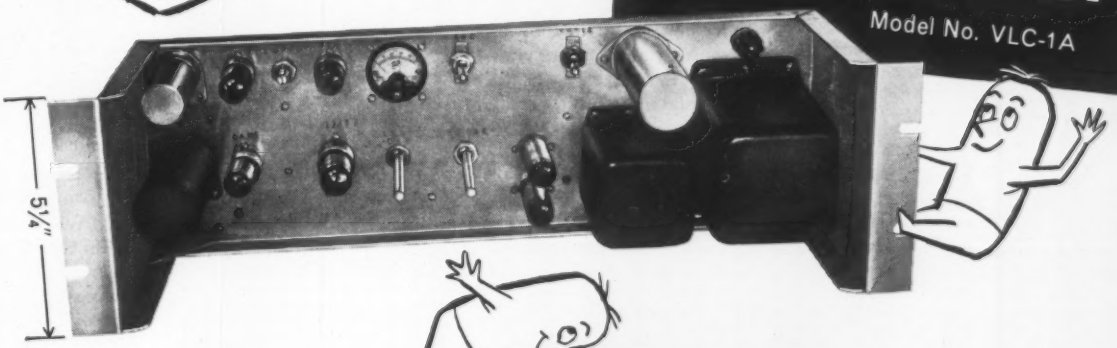

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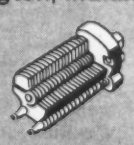
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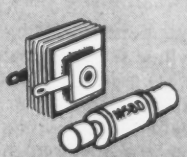
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FCC ASKS VIEWS ON DBA PETITION

- **Daytimers ask longer hours**
- **Move follows Senate 'order'**

Three months after receiving a Senate "order" to take action, the FCC last week invited comments on a petition by Daytime Broadcasters Assn. for extended hours of operation.

Specifically, the DBA proposal asks that daytime stations be permitted to operate from 5 a.m. or local sunrise (whichever is earlier) to 7 p.m. or local sunset (whichever is later). Current rules require them to sign-on no earlier than sunrise and sign-off no later than sunset. Respondents were given until March 18, 1958, to comment.

Last September, a Senate Small Business Subcommittee headed by Sen. Wayne Morse (D-Ore.) severely criticized the Commission for inactivity on the DBA petition, filed Dec. 9, 1955 [GOVERNMENT, Sept. 16]. The subcommittee's report accused the FCC of "unwarranted and inexcusable delay"; favoring "dominant" members of the industry; being unfair to daytime broadcasters, and an "attitude of indifference and negative approach."

In its order, the FCC pointed out that the proposal has a definite bearing on two other pending cases—the clear channel and daytime skywave proceedings. At issue in these cases is the utilization of clear channel stations to serve extensive rural and sparsely populated areas at night and whether skywave radiations during the pre-sunset and post-sunrise hours necessitate added restrictions on daytime stations.

A third factor to be considered, the Commission said, is the implication of the DBA proposal in relation to North American Regional Broadcasting Agreement. There now are approximately 1,300 daytime stations on the air, 800 assigned to regional channels, 100 to U. S. clear channels and 400 to clear channels on which other North American countries have priority.

When the current NARBA came up for Senate ratification last summer, a powerful opposition witness was Ray Livesay, WLBH Mattoon, Ill., and DBA board chairman [GOVERNMENT, July 15]. On the strength of Mr. Livesay's testimony, according to Comr. Rosel Hyde, the Senate failed to ratify NARBA [GOVERNMENT, Aug. 19].

The DBA proposal, the Commission said, raises the question whether the public interest would be better served by permitting all daytime stations to broadcast after local sunset and before local sunrise despite resultant interference to unlimited time stations, or whether the public interest would be better served by retaining the present rules forbidding the operation of daytime stations during the nighttime hours.

In this respect, the FCC asked that comments include "reasonably complete and accurate data indicating:

"(a) The times during which, the areas in which and the populations for which the DBA proposal would result in added primary service.

"(b) The extent to which such primary service gains would occur where no other primary service is available (1) from any other station and (2) from any other station located in the same city or town.

"(c) The periods during which, the areas in which and the populations for whom primary service available under present rules would be subjected to objectional interference [to the signals of clear channel stations].

"(d) The extent to which the foregoing losses of service would occur in areas and for populations receiving no other primary service.

"(e) A showing similar to (c) and (d) with respect to losses of skywave service within the 0.5 mv/m 50% skywave contours of Class I stations.

"(f) The extent to which limitations set out in the . . . international agreements would be infringed.

"(g) Views of the parties concerning the need for the additional services which would be made possible by extending the hours of operation of daytime stations and the effect on the public interest of the consequent losses of service from other classes of stations."

In related DBA petitions regarding the clear channel and daytime skywave proceedings, the Commission (1) granted a DBA request to consolidate that portion of the clear channel case dealing with daytime stations operating on clear channels with the DBA rulemaking; (2) granted a request to defer action on certain proposed restrictions on the daytime skywave radiations toward protected clear channel stations; (3) denied a request to consolidate the DBA and skywave proceedings; (4) denied a petition to dismiss the clear channel proceedings, and (5) denied a request to terminate the freeze on the assignment of daytime stations on clear channels.

Comr. Robert E. Lee dissented to the Commission order instituting rulemaking on the DBA petition.

LIBRARIAN of Congress L. Quincy Mumford (r) looks at one of 397 reels of tape being presented him by Arthur Hull Hayes, president of CBS Radio. The tapes represent a complete record of CBS broadcasts May 13-26 and are being added to the library's audio-visual reference collection. Programs during the two weeks included two reports by President Dwight D. Eisenhower, news, documentaries, music from abroad and a Democratic political quiz featuring Adlai Stevenson, Harry Truman and other party leaders.

Magnuson Promises Further Tv Probing

"Further inquiry into television" is expected to occupy a prominent place in the work of the Senate Interstate & Foreign Commerce Committee during the coming session of Congress, according to Chairman Warren G. Magnuson (D-Wash.).

In a statement being released today (Monday), Sen. Magnuson outlined the plans of the committee for 1958. He expressed hope the report on proposed reallocation of the television frequency, prepared by a special committee headed by Dr. Edward L. Bowles of Massachusetts Institute of Technology, would be ready early in the second session of the 85th Congress. Preliminary drafts of this report have been in the hands of committee members several months, with some unofficially expressing disapproval of certain conclusions therein.

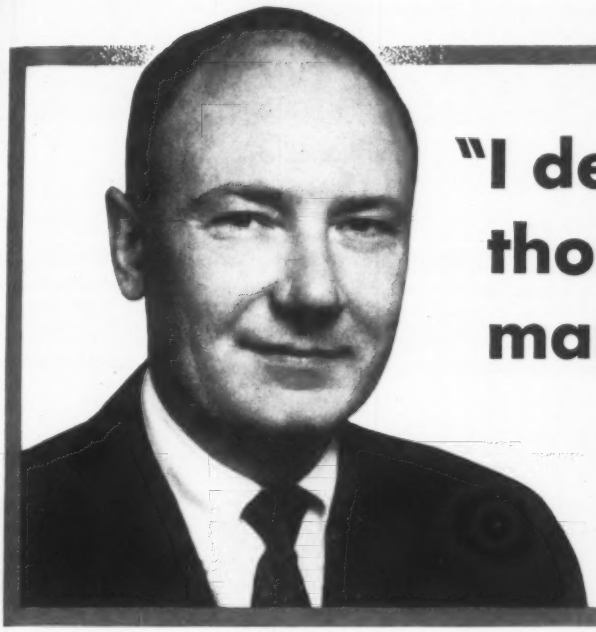
The question of pay tv will receive "serious attention" from the Commerce Committee, the chairman said. While acknowledging that several members of the committee are opposed to toll tv, Sen. Magnuson said he believes the proposal should be given a fair trial to determine whether it will be approved by viewers. Sen. Strom Thurmond (D-S. C.), a committee member, last session introduced a bill (S 2268) which would prohibit pay tv and has announced plans to push for passage of the measure during the congressional term beginning Jan. 7.

(Chairman Oren Harris [D-Ark.] already has announced that his House Interstate & Foreign Commerce Committee will hold hearings on pay tv next month.)

Sen. George A. Smathers (D-Fla.), of the Senate committee, has pending a bill (S 2834) which would prohibit networks and stations from owning stock in music publishing and recording firms. Sen. Magnuson stated that this bill is due consideration by the committee. At the time it was introduced, he said hearings probably would be held on the matter in January [GOVERNMENT, Aug. 26]. At the present time, however, the committee has no hearings scheduled on proposed legislation affecting the broadcasting industry.

Another bill (S 376) mentioned by Sen. Magnuson as due consideration is one by Sen. John Bricker (R-Ohio), ranking minority member of the committee, which would require FCC regulation of the radio and television networks.

Ignored completely in the chairman's statement is SJ Res 106, introduced by Sen. Charles Potter (R-Mich.), also a committee member. This measure, plus an identical one introduced in the House by Rep.



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says **HARRY F. SCHROETER**
Director of Advertising
National Biscuit Company

"Advertising Age has long been must reading for me. I have come to depend on its thorough coverage of news in the field where I have to be up to date. Moreover, the tabulations of expenditures by advertisers and billings by agencies are so dependable, we rely on them as source material. Another thing I have noticed is that younger men soon get the Ad Age habit too. We all seem to be in agreement that, old or new in the business, Advertising Age is essential if we are to be well informed."

HARRY F. SCHROETER

Mr. Schroeter joined the National Biscuit Company in 1945 as assistant advertising manager. A native of New York City and a graduate of Princeton, he did public relations work for the Wall Street firm of DeCoppet & Doremus and spent five years in the advertising department of Procter & Gamble before coming to Nabisco. In 1949, Mr. Schroeter was appointed to the new post of director of media. Five years later, he became executive assistant to the director of advertising, and was given the task of coordinating all advertising scheduled by the company and its several subsidiaries. He was named director of advertising in 1956. Mr. Schroeter has served on a number of A. N. A. committees and was formerly a director of the Traffic Audit Bureau.

Whether they take the Long Island Railroad, the Outer Drive Express, or simply bicycle down Main Street, most of the advertising executives who are important to you have at least one Monday-morning ritual in common. *They read Advertising Age.* At the beginning of each hustle-bustle marketing week, those who *influence* as well as those who *activate* today's broadcast decisions depend on Ad Age for the news, trends and developments of their dynamic field.

The National Biscuit Company, a major broadcast advertiser, is just one example from AA's nationwide audience. A leading maker of crackers, cookies, cereals and other products, Nabisco allotted more than half of its 1956 budget for measured media to television—over $7,346,000. During the first six months of 1957, the company invested more than $3,480,000* in spot tv, with an additional total of over $1,000,000 earmarked for network time.

Every Monday, *8 paid-subscription copies* of Ad Age get must readership by Nabisco executives with marketing responsibilities. Further, *437 paid-subscription copies* blanket McCann-Erickson, Inc. and Kenyon & Eckhardt, Inc., the agencies placing most of Nabisco's advertising.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

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William Bray (R-Ind.), calls for the establishment of a three-man commission to study the current use of the radio spectrum, with emphasis on that portion allocated to the military. Several trade organizations have called for passage of the measure and Sen. Potter and Rep. Bray have been active in lining up congressional support.

Among other major broadcasting bills pending before the Senate committee are S 1369 (Sen. Magnuson) and S 1437 (Sen. Albert Gore D-Tenn.)—to establish stricter requirements for a political candidate to be eligible for equal time; S 1367 (Sen. Magnuson)—to prohibit broadcasting of horse and dog racing information; S 1577 (Sen. Potter)—to repeal protest provision of the Communications Act; S 1759 (Sen. Magnuson)—increase license periods of broadcast stations to five years; S 2119 (Sen. Magnuson)—to appropriate up to $1 million to each state for educational tv.

John Black, a member of the committee's staff, has been assigned to work in communications matters with Nick Zapple, communications counsel who formerly has borne the committee's entire broadcasting workload. Mr. Black, who has moved into Mr. Zapple's office, also will devote some time to proposed aviation legislation.

FCC Extends Comments Deadline For Proposal on Vhf Boosters

The FCC, acting on the request of Colorado Gov. Stephen McNichols, has extended the deadline for comments on a proposal to authorize low-power vhf booster "repeater" stations from Dec. 15 to Jan. 15, and reply comments from Jan. 14 to Feb. 14. Gov. McNichols made the request on behalf of the Colorado Tv Repeater Assn.

Four comments, all favoring the proposal, already have been filed with the Commission. Adler Electronics Inc., prominent in the development and manufacture of translators, urged authorization of the repeater stations but with "many more relaxations in the requirements for establishment and operation than have been proposed."

KXLY-TV Spokane, Wash., and KELP-TV El Paso, Tex. (under joint ownership), told the FCC it is "unreasonable to believe the Commission can fully eliminate them [repeaters]." KXLY-TV said that it probably has more "so-called illegal boosters using its signals than any other station in the country" and the only feasible solution is to validate repeater stations.

While favoring the proposal, the Washington State Tv Reflector Assn. asked the Commission to liberalize its equipment requirements and stipulations regarding on-duty licensed operators. The California Co., with oil holdings and several hundred employes in northwest Colorado, also asked that the boosters be legalized.

FCC to Review Ch. 18 Case

The FCC has put off the Oct. 31 initial decision of Examiner Charles J. Frederick to grant ch. 18 in Baton Rouge, La., to Port City Television Co., pending "further review by the Commission." The grant, which would have become effective on Dec. 11, had been contested by Bayou Broadcasting Corp. prior to the initial decision. It is official operating procedure for initial decisions to be finalized 40 days after they are made, though in most cases the FCC requires more time for a review.

Rep. Jere Cooper Dies; Headed House Ways & Means Committee

Rep. Jere Cooper (D-Tenn.), 64, chairman of the House Ways & Means Committee, died last Wednesday in the Bethesda (Md.) Naval Hospital following a heart attack. The 28-year veteran of Congress had suffered what was described as a "mild" heart attack Dec. 4 and was reported to be on the way to a "full and complete recovery," prior to the Wednesday relapse.

The death of Rep. Cooper put Rep. Wilbur D. Mills (D-Ark.) in line for the Ways & Means chairmanship, and also to succeed Rep. Cooper as head of the Democratic Committee on Committees, which assigns party members to committees. Rep. Mills is an outspoken foe of tax cuts but has urged correction of certain "inequities."

Rep. Cooper had been a member of the Ways & Means Committee since 1932 and became chairman in 1955. He is survived by a brother and three sisters.

Stations, Aviation Interests Protest Selma-Montgomery Move

Two tv stations, the Air Force and other aviation interests teamed up last week to protest the move of a transmitter location by a Selma, Ala., tv grantee nearer to Montgomery, Ala.

The stations were ch. 12 WSFA-TV and ch. 20 WCOV-TV, both Montgomery. They were objecting to the proposed move of the transmitter of ch. 8 WSLA (TV) Selma, Ala., to a point 20-odd miles outside Montgomery.

The Air Force, Aircraft Owners & Pilots Assn. and Air Transport Assn., objected to the 2,000-foot antenna height proposed at the new location, claiming it was an air hazard.

Arguments in favor and against the proposed move were made last week before the FCC *en banc* in oral argument. Last year an FCC hearing examiner recommended that WSLA's request to move and to build its 2,000-foot tower be denied. WSLA received its ch. 8 grant in 1954.

Firm Asks Stay of CBS Purchase

The St. Louis Amusement Co. (former Franchon-Marco Theatre interests) last week filed with the U. S. Court of Appeals in Washington, D. C., for a stay of the CBS purchase of ch. 4 KWK-TV St. Louis for $4 million. The FCC had denied the protest of St. Louis Amusement [AT DEADLINE, Dec. 2] against the Commission's Oct. 23 approval of the KWK-TV purchase. This approval had included relinquishment by CBS of ch. 11 KMOX-TV St. Louis to 220 Television Inc., one of three unsuccessful applicants for that facility.

PAY TV GETS OKAY IN LOS ANGELES

- **But hitches may develop**
- **Veto or referendum possible**

The Los Angeles City Council on Wednesday, by an eight to six vote, approved the two city ordinances required to put into effect the two franchises for the right to install and operate toll tv closed-circuit systems in the city granted earlier to Skiatron Tv Inc. and jointly to International Telemeter Corp. and Fox West Coast Theatres [PROGRAM SERVICES, Oct. 21].

Now the two franchise grantees can proceed to install the cables needed to transmit their toll tv programs from the point of origin to the homes of subscribers, once the telephone company has agreed at what price and under what conditions it will permit the use of its poles to support the cables needed by the toll tv operators. That is, the two franchise holders can proceed if the council's approval of the enabling ordinances is allowed to stand. Councilman Earle D. Baker, in opposing approval of the ordinances at this time, expressed the view that the mayor might veto such action; another hindrance, considered more likely by most observers, could be a petition signed by a sufficient number of voters to make the franchise grants a subject for a public referendum.

Such a referendum was threatened by the Southern California Theatre Owners Assn., which urged the council to delay its vote for 90 days to give Congress time to take national action on pay tv. In a statement read by Julius Tuchler, SCTOA argued that even with immediate council approval, the toll tv operators could not possibly wire the city of Los Angeles in time for the 1958 baseball season, so they would lose nothing by the delay. But should the council approve the ordinances, SCTOA declared, "you offer us no hope but to turn to referendum." (Previous council approval of a contract giving the Los Angeles Dodgers a block of city property for use as a ball park already has been challenged by a petition with enough signatures to force that matter to be presented to the public for decision, so that the possibility of similar action on the toll tv question is much more than an idle threat).

Both prospective toll tv operators protested vigorously against being tied to the Los Angeles Dodgers, arguing that while the tv rights to the games might be desirable the program service contemplated for toll tv is much broader than these baseball telecasts. Jerome Doff, Skiatron vice president, and Chester Lappen, vice president of International Telemeter Corp., pointed out that their companies had gone through months of hearings, had complied with all the requirements of the city and had posted $100,000 bonds to guarantee performance, all just for the chance of offering their service to the public, with each family free to decide for itself whether it wants either or both services and then, having been connected, to further decide

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Holiday Greetings

TO all our friends in the United States and Canada, we of the Metropolitan Life extend our warmest wishes for a Merry Christmas...and the happiest of New Years in 1958 ✣ ✣ In the true spirit of Christmas, our thoughts turn to the gifts with which Divine Providence has enriched our lives. We have much for which to be thankful . . . warm and enduring ties with families and friends, peace in our two nations and that great blessing which more and more of us are enjoying throughout life . . . good health ✣ ✣ May you and your family have, in abundant measure, health, happiness, peace of mind during this Holy Season and in all the years ahead.

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what programs, if any, it would pay to see.

Numerous other witnesses, including representatives of labor groups whose approval or rejection of the toll tv idea was pretty much of a standoff, appeared at the council meeting. The meeting ran into the afternoon well past the normal adjournment time, with most of the council members expressing their views before the vote was taken. A motion to postpone action until March 31, 1958, was defeated by the same eight-to-six vote that, a moment or two later, approved the ordinances.

Hays Quits as Manager Of Telemovie Project

Is the nation's first pay tv operation in trouble?

The resignation of Phil Hays, manager of the Bartlesville, Okla., theatres owned by Video Independent Theatres Inc., and of Video's telemovie project because of "policy differences" may be one straw in the wind, according to some observers.

Bartlesville is where Video Independent established Telemovies—a method of piping motion pictures to home tv receivers via wire lines. Subscribers are charged $9.50 per month, and receive a choice of first run and re-run movies on two vacant channels on their tv sets.

"Mr. Hays' resignation had nothing at all to do with the Telemovies project," Henry Griffing, president of Video Independent, said last week. "His leaving was due to personal reasons and other circumstances," the head of the southwest theatre chain added.

There are more than 550 TM connections in Bartlesville, Mr. Griffing said, "and although this doesn't sound too exciting, it is more than we projected for this fourth month of operation." TM began Sept. 2.

But more outspoken was Kenneth Blackledge, Video division manager in the Bartlesville area: "Frankly, we're disappointed," he said, "but we're not giving up."

Mr. Hays, a 25-year-veteran of the motion picture business, was manager of Video's Bartlesville theatres (two conventional and one drive-in) and also of its TM project. He refused to discuss the reasons for his resignation, except to iterate that it was caused by policy differences.

Mr. Griffing insisted that he is not discouraged by the showing of the TM project in Bartlesville. He repeated that Video intends to continue the wired movie operation through 1958 to determine completely whether this is or is not a means of recapturing the motion picture audience.

Video has said that 2,000 connections would ensure the success of Telemovies. Bartlesville has about 8,500 tv sets.

In the four months TM has been in existence, Mr. Griffing pointed out, Video's Bartlesville movie gross revenues have increased by one-third. Mr Griffing declared this is based on other cities in which Video has theatres.

"This has not increased our profits," the Video president emphasized, "but it does show that TM has increased our income."

He pointed out that movie attendance is down severely throughout the nation and that Bartlesville is no exception.

Temporarily replacing Mr. Hays in Bartlesville is Wayne Wallace, an advertising and promotion expert. He also will handle a stepped up TM promotion campaign, it was announced. Video said a permanent successor to Mr. Hays will be named after the first of the year.

Cowley Succeeds Houghton As Muzak Corp. President

Election of Charles C. Cowley as president of Muzak Corp., New York, was announced last week by Board Chairman Jack D. Wrather. Mr. Cowley formerly was executive vice president in charge of franchise operations for Muzak, which records and programs background music for offices, plants and public places in more than 5,000 cities and towns in the U. S., Canada and abroad. He succeeds Harry E. Houghton, who recently sold his interest in Muzak.

Mr. Cowley joined Muzak in 1945 as field service director and under his direction the firm pioneered the development of an automatic music transmission system controlled by pre-recording magnetic tape. Muzak franchises grew from 14 in 1945 to more than 150 today.

Estey Forms Tel National Inc.

Don Estey, formerly executive vice president of Song Ads Inc., has announced the formation of Tel National Inc., to provide a new type of transcription library service to radio stations. Tel National is located at 5880 Hollywood Blvd., Hollywood, Calif. The new library, Mr. Estey said, will be constructed "so that the local station sales manager can submit to a local retailer a complete advertising campaign customized specifically for him."

PROGRAM SERVICE SHORT

Association Films Inc. is offering quarter-hour public service film produced by American Institute of Certified Public Accountants in cooperation with Internal Revenue Service titled, "Helping the Taxpayer."

Gains From Tv Partially Offset AB-PT Decline in Theatres

Though fourth-quarter earnings of American Broadcasting-Paramount Theatres Inc. will be lower this year than last, tv earnings for AB-PT's ABC division are ahead for the current quarter, the company's president, Leonard H. Goldenson, informed stockholders last week.

"As we reported to you in October," Mr. Goldenson wrote in the dividend statement, "our nine months operating earnings were 91 cents a share compared with $1.31 in 1956." Dividends of 25 cents a share were payable Friday to holders of record Nov. 29.

Discussing ABC-TV's growth, Mr. Goldenson noted that "the efforts that have been applied during this past year in the television area are now being reflected by the improved competitive position that ABC is attaining. Indicative of the improved calibre of programming and the addition of new affiliated stations, ABC is registering the most impressive television network gain in audience growth—a 56% increase in circulation over last year as documented by the A. C. Nielsen Co."

ABC-TV took a full-page ad in *The New York Times* Thursday to claim that 56% more homes watch ABC-TV than a year ago per average evening minute, that ABC-TV was one of the two networks—out of three—that grew in 1957, and reasoned that this was due to the addition of new affiliates and "better programs."

Yet, said Mr. Goldenson, "this improvement . . . is not enough to offset the decline in theatre business, primarily as a result of a lack of box office pictures in the fourth quarter and the effect of the flu epidemic on theatre attendance, and the costs necessarily incurred during this quarter in creating a new program structure for the ABC radio network."

Mutual Reports Rising Demand For Affiliations With Network

Four-month status report on Mutual's affiliation activities since the new management group assumed control of the network was released last week and showed that four stations have signed with MBS and 22 other outlets have requested affiliation applications. Mutual affiliates now number 461.

Charles King, station relations director for MBS, said 49 stations applied for affiliation since last Aug. 8, but 23 were rejected because they are in the primary coverage area of other Mutual stations. Affiliation contracts, he said, have been sent to 22 stations which are eligible. New affiliates, already signed, KLMS, Lincoln, WTOD Toledo, WFVG Fuquay Springs, N. C., and WCGC Belmont, N. C.

Mr. King cited the network's new affiliation contract formula and its news broadcasting activities as two of the major reasons independent outlets are seeking association with Mutual. The network-station contract calls for a minimum in option hours and expanded use of barter-type clearances for personality, dramatic, sports and special

events programming. Its five-minute news programs on-the-hour are given free to stations for local sale, while the affiliates give on-the-half-hour news shows to the network for sales to national clients.

Treyz Apologizes on ABC-TV For Remark on 'Wallace' Show

Oliver Treyz, vice president in charge of ABC-TV, went on his network's *Mike Wallace Interviews* show Dec. 14 with an apology for a remark by the guest on the preceding week's program.

Columnist Drew Pearson had said on the Dec. 7 Wallace show that the book, *Profiles in Courage*, which won a Pulitzer Prize for Sen. John F. Kennedy (D.-Mass.), had been ghost-written for Mr. Kennedy.

Mr. Treyz told the audience that "this company has inquired into the charge made by Mr. Pearson and has satisfied itself that such charge is unfounded, and that the book in question was written by Sen. Kennedy.

"We deeply regret this error and feel that it does a grave injustice to a distinguished public servant and author, to the excellent book he wrote and to the worthy prize he was awarded.

"We extend our sincere apologies to Sen. Kennedy, his publishers and the Pulitzer Prize Committee."

It was the second such tv appearance for Mr. Treyz. Last May, he apologized for aspersions the self-styled "reformed gangster," Mickey Cohen, cast on the police chief of Los Angeles on the Wallace show the week before.

ABC-TV also asked affiliates carrying the Wallace show on a delayed basis to delete Mr. Pearson's references to the Kennedy book before broadcasting the program.

CBS-TV Affiliates to Hear Nixon

Vice President Richard M. Nixon will talk informally to CBS-TV affiliates at their fourth general conference to be held at the Shoreham Hotel, Washington, in mid-January, the network announced Wednesday. Mr. Nixon will be guest of honor at a luncheon in the Blue Room of the Shoreham on Monday, Jan. 13. Dr. Frank Stanton, CBS Inc. president, will deliver the keynote address Monday morning. A talk by Richard S. Salant, CBS Inc. vice president, will follow. Other talks will be made by C. Howard Lane, vice president and managing director of KOIN-TV Portland, Ore., and chairman of the CBS Television Affiliate Assn., and Merle S. Jones, president of CBS-TV.

WJIM-TV Revises Status

WJIM-TV Lansing, Mich., announced last week it would become an optional-buy affiliate of all three television networks Jan. 1.

It has been a basic, must-buy NBC-TV outlet and has had optional agreements with ABC-TV and CBS-TV. Its current weekly schedule, according to Harold F. Gross, president, includes 58 hours from NBC, 24 from CBS and 14 from ABC.

WJIM operates on ch. 6. Two months ago it opened studios in Flint, Mich., to augment those in Lansing.

CBS-TV Discussing Telecast Of Sunday Big League Game

CBS-TV reported last week it is negotiating for a Sunday major league game-of-the-week baseball telecast in addition to the weekly Saturday presentation the network has been carrying for several years.

Though the network would not give additional details, it is understood that five major league clubs—Cleveland Indians, Chicago White Sox, New York Yankees, Philadelphia Phillies and Cincinnati Redlegs—are considering participation in the project.

The move is being undertaken despite the minor leagues' request to Congress for a new investigation of alleged antitrust practices and the objections of Baseball Commissioner Ford C. Frick.

ABC-TV Thumbs Down SP

Reaffirming policy that all advertising must be seen and heard and not "subliminal" on ABC-TV, Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, last week advised all department heads: "Until such time as full and complete information concerning the effects of this technique is available for careful consideration, the ABC-TV network and its owned and operated stations, in keeping with their policy that all commercial announcements shall be clearly identified as such, will not broadcast messages utilizing the technique of 'subliminal perception.' This position is also in accordance with the recent recommendations of the NARTB Code Review Board." He said continuity acceptance director Grace Johnson should be notified if the network received any requests for use of SP advertising.

Ann Gillis, NBC Producer, Dies After Long Illness

Ann Gillis, 44, NBC producer of news and special events programs, died Monday after a long illness.

Miss Gillis started her career in 1932 with WJSV (now WTOP) Washington, then became director of special events for CBS Washington, supervising program originations from the White House and others involving cabinet members and top government officials. She worked closely with President Franklin D. Roosevelt on his "Fireside Chat" broadcasts and was identified with political convention coverage.

Joining NBC in 1944 as special assistant to the vice president in charge of news and special events, Miss Gillis was responsible for much of NBC's political convention coverage from 1944 to 1956. She was NBC's producer for Queen Elizabeth's visit to the U. S. last October. Her last project with which she was associated before her illness was working on a proposed news program for children. As a producer, she was associated with NBC radio's *Who Said That?* NBC-TV's *Comment* and *On the Line* shows (also on radio) and Bob Considine's portions of *Tonight* on NBC-TV. Survivors are her husband, *New York Daily Mirror* columnist William Slocum, and a daughter, Sara Linnie, 12.

REJUVENATE

your clients with amazing results by buying proven #1 TV station (KJEO-TV) in fabulously rich Fresno and San Joaquin Valley market. Consult your Branham man now for further fascinating details. We GUARANTEE you'll save your energies . . . get more for your monies . . . on KJEO-TV Fresno. ACT TODAY!

Anyone for a billion dollars? It can be had by alert advertisers who realize the tremendous effective buying power of northeastern Oklahoma.

Your key to this treasure chest is . . . KVOO-TV. Tulsa County alone is a $500-million market, and Sales Management rates Tulsa both a better quality and a better productive market than either Boston or Baltimore! Yes, it's there for you . . . through Channel 2. When do you start?

NBC FOR CURRENT AVAILABILITIES CONTACT ANY OFFICE OF BLAIR TELEVISION ASSOCIATES

Californians in Reno Get Taste of 'Play Tv'

Spectator sports entered a new phase this month, as KOLO-TV Reno, Nev., showed droves of San Francisco football fans how to see a home game away from home, with the day's sport augmented at the gaming table.

Under auspices of KOLO-TV, Reno casinos and the Reno Chamber of Commerce, 10-15,000 Bay Area citizens twice descended on a city where football on tv—like gambling—is wide open.

Through the twin miracles of television and Nevada promotion, San Franciscans, who otherwise would have been denied seeing their Forty-Niners play Dec. 8 and Dec. 22, saw the matches and enjoyed a frolic in babylon to boot. Reno literally gave them a free ride over the 500-mile round trip and feted guests expansively when they arrived. All that many of the junketeers paid for the excursion was the price of a poker chip or a pass at a one-armed bandit.

The pilgrimages grew out of frustrations in two towns. In San Francisco thousands of fans were locked out at the gate, when Kezar Stadium quickly sold its 59,000 seats before the Dec. 8 game. The game was blacked out on tv screens because pro football rules flatly forbid telecasting home games within a 100-mile radius, whether the stadium is sold out or not.

Miles away in Reno, programmers of KOLO-TV were frustrated because they had no chance to take the game off the air from KPIX (TV) San Francisco or KCRA-TV Sacramento, as was their custom. Two things KOLO-TV did have, though, were a cable connection to San Francisco and a casino client, the Horseshoe Club, imaginative enough to undertake the $800 connection bill, sponsor the show locally and subsidize a giant excursion from San Francisco.

Once CBS ordered the game, KOLO-TV, the Horseshoe Club and eight San Francisco travel agencies took the ball and ran. The plan attracted national and local publicity, and 10,000 Forty-Niner fans lost no time reserving free bus rides and cut-rate "champagne air flights."

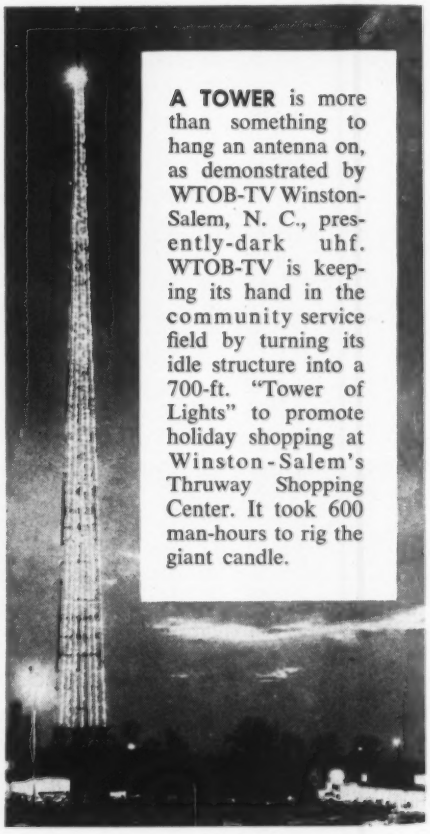
As they arrived in two bus caravans and an armada of planes, excursionists got a brass-band welcome in Reno. Adjourning to the Horseshoe Club and its affiliated Wagon Wheel in nearby Lake Tahoe, they watched KOLO-TV-tuned receivers scattered over the club rooms. Their hours before and after the game were beguiled at gaming tables and slot machines.

So impressed was the Reno Chamber of Commerce with the Dec. 8 event that the KOLO-TV telecast of the divisional championship playoff yesterday (Sunday) was turned into a citywide promotion, sponsored by all major clubs and hotels in town. Preparations were being made last week to add rail transportation to bus and air schedules to accommodate 15-16,000 San Francisco enthusiasts.

It was beer, cigarettes and skittles all the way for the junketeers, as national sponsors of the game fell into the promotion spirit, passing out product samples along the way. CBS backers for both games were Marlboro cigarettes through Leo Burnett Co. and Falstaff Brewing Co. through Dancer-Fitzgerald-Sample.

Reno pulled out all stops yesterday, duplicating the Dec. 8 welcome on an even grander scale. After the ceremonies, wayfarers were entertained at a mammoth cocktail party, before serious sport got underway on the tv gridiron and gambling fronts.

Among media covering the tv trips to Reno were San Francisco television stations which filmed the wandering fans. Today (Monday), tired-but-happy travelers could see themselves as they looked when they went to Reno to see the game in San Francisco.



A TOWER is more than something to hang an antenna on, as demonstrated by WTOB-TV Winston-Salem, N. C., presently-dark uhf. WTOB-TV is keeping its hand in the community service field by turning its idle structure into a 700-ft. "Tower of Lights" to promote holiday shopping at Winston-Salem's Thruway Shopping Center. It took 600 man-hours to rig the giant candle.

Stations Spread Holiday Spirit In Special Christmas Promotions

Stations all over the country are getting on the bandwagon and going all out for Christmas [BROADCASTING, Dec. 16].

KSID Sidney, Neb., reports that it held *The KSID Turkey Derby*, which ended last Friday. The station put a large tom turkey in a cage on top of its mobile unit and toured around town visiting sponsors. Listeners were asked to judge the weight of the turkey and were informed that it weighed over 20 pounds. The first prize was $75, plus the live turkey; second prize, $15 and a dressed turkey, and third prize $10, plus a dressed turkey. In addition, the station conducted *The Turkey Derby Show* and gave away a turkey a day.

Through the cooperation of WRNL Rich-

mond, Va., and a local department store, children in that area are able to telephone Santa Claus at his North Pole headquarters. The station has broadcast *Calling Santa* and listeners have been invited to call Santa. The number of the department store was given and a battery of operators has been required to handle the telephone calls.

When WDGY Minneapolis-St. Paul "hired" Santa Claus to make a recording which was put into operation at its transmitter site and asked children to call Santa, the results reportedly were so successful that the telephone company asked the station to discontinue the promotion. WDGY reports that a telephone company official estimated that at least 10,000 lines were tied up as a result of the stunt.

WTIC Hartford, Conn., is broadcasting "the world's most beautiful Christmas music" each evening and will continue the traditional carols through Christmas Eve. The carols have been recorded by famous European and American choirs. Among the programs scheduled for Christmas Eve are *Christmas in Connecticut, Christmas Eve with Bing Crosby, Christmas Around the World* (narrated by Fred Waring) and *The Nutcracker Ballet* (narrated by Robert E. Smith).

Santa's journey from the North Pole to San Diego will be covered for local children by special remote short wave. KCBQ that city reporters will be stationed along his route and Lucky Lane will leave San Diego tomorrow (Tuesday) for the North Pole, where he will give an on-the-spot report of Santa's departure. The station plans to broadcast special reports from Canada and points along his projected route to San Diego.

The Canadian Broadcasting Corp. has arranged with WSUN-TV St. Petersburg to film some of the Canadians who are spending Christmas in the Florida sun. The film will be flown to CBC in Toronto and will be shown on the entire Canadian tv network on Christmas Eve. The film will include scenes in and around St. Petersburg and lawn bowling and boating activities. CBC plans to integrate the film into special half-hour report on Canadians at Yuletide in various parts of the world.

Tomorrow's Shirley?

KTTV's *"Shirley Temple of Tomorrow" is 5-year-old Tammy Marihugh, shown here with the station's Dick Whittinghill. She was the winner among more than 1,000 entrants.*

The "Shirley Temple Holiday Specials" movie package was promoted by KTTV (TV) Los Angeles with the cooperation of the May Co. (department stores) in a "Shirley Temple of Tomorrow" contest. Southern California girls between three and eight years of age were eligible and more than 1,000 parents took their children to a May store to have free photographs taken for submission in the station's contest. The winner was chosen Dec. 7 for "possessing the photogenic qualities and visual characteristics most clearly entitling her to be called 'The Shirley Temple of Tomorrow'," from 20 finalists during a special telecast. KTTV reports the movie series drew tremendous audiences.

ABC-TV to Discuss '57 Stories

A year-end discussion of the major news stories of 1957 and their bearing on the future will be highlighted by ABC-TV's *Prologue 1958* (9-10 p.m. Dec. 29). ABC's news chief John Daly will head participants, including the following newsmen: Robert Sturdevant (Paris); Yale Newman (London); George Bailey (Vienna); John Secondari, bureau chief Edward P. Morgan, John Edwards and Robert Fleming (all Washington); Quincy Howe (New York); and Don Goddard, roving correspondent for the ABC-TV network.

'Turkey Hunt,' New York Style

WABC New York, in cooperation with Safeway Stores, conducted a special six-day "Christmas Turkey Hunt" ending today (Monday). During the promotion, hundreds of cardboard turkeys were hidden in certain Safeway stores, with clues to their locations given on WABC programs each day. Finders were given free turkeys.

good product?
good program?
good commercial?

TEST
IT FIRST
IN PEORIA!

Here's why you can safely project test results from Peoria, Illinois... here's why 15 well-known advertisers chose Peoria for a test city in 1957:

PEORIA IS SELF-CONTAINED: The Peoria metropolitan area of 288,500 population is midway between Chicago and St. Louis.

PEORIA IS AN ADVERTISING "ISLAND": Peorians read their own newspaper . . . view their own TV stations . . . listen to their own radio stations.

PEORIA IS REPRESENTATIVE: Characteristics are remarkably similar to the larger metropolitan markets.

PEORIA IS "TEST SIZE": The area is large enough for valid, projectable results . . . yet small enough for economical testing.

THESE FIRMS TESTED PEORIA WITH WTVH IN 1957

Anheuser-Busch
Capri
Colgate
Coty
Lever Bros.
P. Lorillard
Pabst
Procter & Gamble
Purity Baking Co.
Reynolds Aluminum
Robin Hood
Schlitz
Shell Oil Co.
Sterling Drug Co.
Toni

abc
WTVH
CHANNEL 19
PEORIA, ILLINOIS
affiliated with PEORIA JOURNAL STAR
EDW. PETRY & CO.
NATIONAL REPS

KNX-CRPN, BEKINS MARK 20 YEARS

In November 1937, Bekins Van & Storage Co. started a schedule of three announcements a week on KNX Los Angeles. Last month, Bekins celebrated the completion of 20 years of continuous sponsorship on KNX and of more than 16 years on the CBS Radio Pacific Network. In the interim, Bekins' radio expenditures have grown from something less than $10,000 to something more than $100,000 annually, or about 20% of the current Bekins advertising budget.

It was in the fall of 1941 that Al Brooks, head of Brooks Advertising Agency, Los Angeles, which handled the Bekins account, suggested that with the growing audience for news, Bekins might sponsor a newscast to augment its announcement schedule. In October 1941, Bill Henry, columnist for the *Los Angeles Times*, began a Monday-Wednesday-Friday newscast on KNX and the Columbia California Network. Early in 1942, Harry Flannery took over the Bekins newscasts; he was succeeded in 1945 by Wallace Sterling, now president of Stanford U., and in 1946 Charles Collingwood started his two-year stint for Bekins.

Meanwhile, Bekins had launched *Hollywood Music Hall* on an ABC West Coast hookup, later moving it to NBC and, in 1948, to KNX and CRPN. The half-hour Sunday musical series was live until 1952, when it became a recorded program, but it retained its original guest star policy and the format which has made it in the past three years the highest rated musical program on the West Coast. In 1952, Bekins decided to resume its newscasts in addition to *Hollywood Music Hall* and started Frank Goss on a three-a-week early evening schedule that was shortly increased to six-a-week. That's how it stands today.

FIRST 20 YEARS *of sponsorship by Bekins Van & Storage Co. on KNX Los Angeles and 16 years on CBS Radio Pacific Network are marked by the principals, who apparently have no intention of interrupting a good thing. L to r: Al Brooks, vice president and consultant, C. J. LaRoche Advertising Agency; Fred Ruegg, general manager of KNX and CRPN; Milo W. Bekins Sr., board chairman of the sponsoring firm, and Daniel P. Bryant, Bekins president.*

On Nov. 20, when Fred Ruegg, general manager of KNX and CRPN, entertained executives of the Bekins organization and of C. J. LaRoche Advertising Agency (which acquired the Bekins account through a merger with the Brooks firm) at a luncheon commemorating the 20th anniversary of Bekins' association with the station and network, Milo W. Bekins Sr., board chairman, said his company had not stayed with KNX-CRPN for "sentimental reasons" but because "through periodic testing and surveying of the market we've found that KNX and CRPN represent one of the most effective and productive expenditures of all the media on Bekins' advertising schedule."

Mr. Brooks, now a vice president and consultant of the LaRoche agency, said one of the reasons he'd recommended that Bekins stay with KNX-CBS was that they'd "always extended the fullest cooperation, merchandising and promotional effort in support of the various programs Bekins has sponsored on CBS the past 20 years."

Gourmets Only on Lunch Concert

With greater food manufacturer importance being attached to "gourmet items"—for example, General Foods Corp. has inaugurated a new line of imported delicacies from around the world bearing the GF imprint—WQXR New York has limited the semi-classical music *Luncheon Concert* (Monday-Friday) to strictly gourmet food processors and importers. Retitled *Gourmet Corner* (11:45 a.m.-12 noon), it will be sponsored (participations) on behalf of such products as Caviar (Purepak Foods Inc.), Instant Vichyssoise and Sauce Hollandaise (Maison Julian Inc.), Imported Soups (Cresca Co.-Knorr-Swiss). Heretofore, the 15-minute program was sold as a separate segment. The station also has other "exclusive advertiser only" programs such as *Town & Country Dining* for restaurants.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

WJZ Presents 200 'Toys for Tots'

Wonderland of Toys—a toy spectacular—was presented by WJZ Baltimore in cooperation with Baltimore Products Co. (toy wholesaler), in connection with its "Toys for Tots" campaign. The toys were presented in a fantasy setting and the three children that assisted Jack Wells, the show's host, played with as many of the 200 toys as they could in the one-hour-long program. Five pre-teen girls, each dressed in a costume matching that of the doll she held, were presented in a children's fashion show and a contingent of U. S. Marines collected the toys for distribution to Baltimore's underprivileged children.

Rep Sends Aural Greetings

Broadcast Time Sales, New York representative firm which presents the station it represents "in person" to advertisers by tape playbacks, is playing turn-about by sending "talking Christmas cards" to its stations. The greetings were recorded from a conference call connecting sales managers of BTS' offices in New York, Chicago, Los Angeles and San Francisco. After the telephone call, Christmas carols were dubbed in.

'Lone Ranger' Promotion Contest Marks Program's 25th Birthday

Promotion managers of tv stations broadcasting the *Lone Ranger* program are being invited to compete for prizes totaling $10,000 in a "silver anniversary showmanship contest," announced by Jack Wrather, president of The Lone Ranger Inc., to celebrate program's 25 years in radio and tv.

General Mills, American Bakeries Co., United Artists Pictures Corp. and the Lone Ranger organization are cooperating in offering 22 cash awards to the promotion managers of ABC-TV and CBS-TV affiliates, as well as several non-network stations in eight southwestern states, who during January and February 1958 turn in the best promotional campaigns on the program. "An integral part of the campaign will be the support and close attention given the new silver anniversary wide screen, all-color feature film, 'The Lone Ranger and the Lost City of Gold,' scheduled for release by United Artists later during the anniversary year," the announcement states.

Awards are a $2,500 first prize, $2,000 second, $1,500 third, $1,000 fourth, two of $500 each, five of $250 each, four $100 prizes and seven of $50 each. To enter, the promotion manager must return the card mailed to all tv stations carrying the *Lone Ranger* series as of last week by Jan. 10, 1958. The contest will start Jan. 15 and run until March 1. Entries must be submitted by March 15 for judging by a committee comprising Roger Lewis, United Artists vice president in charge of advertising and promotion; Lowry Crites, advertising manager of General Mills' cereal division; James Callier, advertising manager, American Bakeries, and Sherman Harris, vice president, The Lone Ranger Inc.

WFBM-TV Recalls '57 Programs

A booklet highlighting the main events carried on WFBM-TV Indianapolis during 1957 was prepared by the station for distribution to the Indiana School Board Assn. at a special closed circuit tv demonstration Dec. 1. Titled "For the Asking," the booklet contains pictures ranging from Broadway to Indianapolis' floods.

A SATELLITE motif figures in a new slide by WMTV (TV) Madison, Wis. The copy that goes with it says, "For entertainment that's out of this world, keep tuned to WMTV."

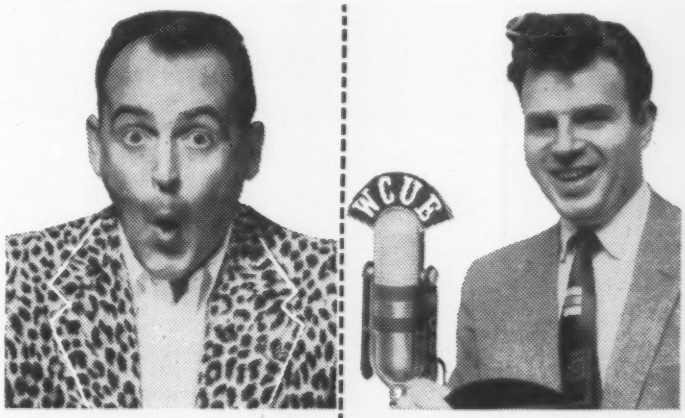
A GIANT mail box is being used by KWTO Springfield, Mo., as a studio to interview children who come to post letters to Santa Claus. Christmas seals are sold for "postage" at a window at the base of the two-story-high structure standing in a local shopping center and the center's merchants participated in sponsoring the daily half-hour "Santa-casts." Pictured with Santa are (l to r) KWTO announcer George Earle and station executives John Mahaffey, Leslie Kennon and Ralph Foster.

TWIG BENDING

In an era when media persuaders are training children for adult roles as consumers, WSIG Mount Jackson, Va., has extended the never-too-young philosophy to the advertiser. An illustrative listing on the station schedule, according to General Manager Philip J. Potter, is for "Young Andy Shaffer." Mr. Shaffer, 11, has bought $5 worth of spots on behalf of his magazine subscription business. Making a service call one day after school, WSIG salesmen reported the client was so pleased with results from his 7:45 a.m. news adjacency that he is considering a renewal.

WTTH Awards $2,500 on Birthday

For three weeks before its 10th birthday Dec. 6, WTTH Port Huron, Mich., aired names taken at random from the the telephone directory and announced that if the persons named called back within five minutes they would receive one of the station's birthday presents. Gifts totaling $2-500 were given out as 70% of the people named called within the allotted time. In addition, WTTH presented an automatic dryer to the first listener to call within one minute after the announcement.



DOC LEMON — 6 to noon

ART ROBERTS — noon to 6

TWICE AS GOOD!

New, stronger programming, personalities always the best buy in this market!

Wcue

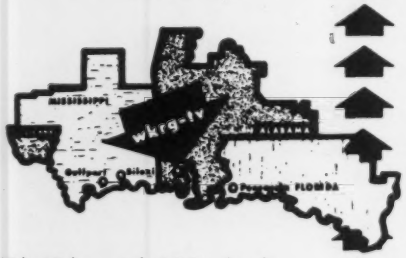
The ELLIOT STATIONS
great independents · good neighbors
TIM ELLIOT, President

Akron, Ohio - WCUE / WICE - Providence, R. I.

National Representatives The John E. Pearson Co.

wkrg-tv

Ratings up 5th time on Ch. 5 in Mobile



With Nielsen and A.R.B. already showing WKRG-TV leading by a country-mile in Mobile, the new TELEPULSE (Sept. '57) shows Channel 5 out in front even more.

WKRG-TV Leads, 372 to 89

TELEPULSE (Sept. '57) reports WKRG-TV leading Station X in 372 quarter hours to 89 (one tie). WKRG-TV has 15 of "Top 15 Once-a-Week Shows" . . . 7 out of 10 "Top Ten Multi-Weekly Shows".

Sunday through Saturday (6 P.M. to Midnight) WKRG-TV leads in 155 quarter hours to 12 for Station X. Monday through Friday (7 A.M. to 6 P.M.) WKRG-TV leads in 165 quarter hours to 55 for Station X. WKRG's Saturday daytime lead is 4-to-1. WKRG-TV's Sunday daytime lead is 5-to-1.

How else can we say any time is better time on WKRG-TV! For availabilities, call your Avery-Knodel office or C. P. Persons, Jr., Vice-President and General Manager.

NIELSEN GIVES US THIS BONUS:

	Population	Families	C.S.I.	T.R.S.
WKRG-TV	1,258*	336*	$1,467**	$1,060**
Station "X"	1,087*	290*	1,316**	954**
WKRG-TV Bonus	161*	46*	$ 151**	$ 106**

* In the thousands ** In the millions

Channel 5 CBS wkrg-tv

REPS AVERY-KNODEL

New England Broadcasters Unite In Regional Promotion Campaign

Broadcasters of six states decided Wednesday to form a Resurgent New England council to carry out a regionwide promotion project. A project approved at a Boston meeting of 60-odd broadcasters is subject to formal ratification by the region's six state broadcast associations.

The project was originated earlier in the year by Daniel W. Kops, WAVZ New Haven, Conn., an NARTB board member. It is designed to organize the spread of the New England story through broadcast facilities in cooperation with commercial and industrial organizations.

Speakers at the Boston meeting included Mayor John Hynes of Boston; Comr. John Burke of the Massachusetts Dept. of Commerce; Mayor Richard C. Lee of New Haven, and Alan G. Tindal, WSPR Springfield, Mass. Sample kits to guide broadcasters in evaluating their communities and promoting their market areas were distributed at the meeting.

Among proposed projects were a public relations program presented by Max Ryder, WBRY Waterbury, Conn.; two-target plan of sales emphasis by John Hurley, WNEB Worcester, Mass., who was unable to be present, and disaster coordination by Charles Bell, WHAY New Britain, Conn. Roy Whisnand, WCOP Boston and president of Massachusetts Broadcasters Assn., opened the Wednesday meeting with Mr. Kops serving as chairman. Mr. Tindal is chairman of the New England Promotion & Stimulation Committee.

Johnson Reappointed to Head NARTB Employer-Employe Unit

Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill., has been reappointed chairman of the NARTB Employer-Employe Relations Committee by President Harold E. Fellows. The committee is tentatively scheduled to meet Feb. 27 in Washington.

Other members of the group are Joseph J. Bernard, KTVI (TV) St. Louis; Richard M. Brown, KPOJ Portland, Ore.; Herbert E. Evans, Peoples Broadcasting Co.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Robert B. Jones Jr., WFBR Baltimore; Herbert R. Ohrt, KGLO-TV Mason City, Iowa; Ward L. Quall, WGN-AM-TV Chicago; Calvin J. Smith, KFAC Los Angeles; Harold C. Stuart, KVOO-AM-TV Tulsa, Okla.; William C. Fitts Jr., CBS; Richard Freund, ABC; B. Lowell Jacobsen, NBC, and Harold M. Wagner, MBS.

SMPTE Lists Tv Papers for Meet

Television topics will be high on the agenda of the 83rd semiannual convention of the Society of Motion Picture & Television Engineers April 21-25 at the Ambassador Hotel, Los Angeles, according to convention officials. Herbert E. Farmer, Cinema Dept., U. of Southern California, chairman of the convention program, and Bernard D. Plakun, General Precision Labs, heading the papers committee, said papers will include Frank Ralston, ABC Television Center, "Distribution of Tv Programs on Films"; James L. Pettus, RCA, "Sound Recording"; Jack Kennedy, NBC, "Tv Studio Practices"; Ellis W. D'Arcy, consulting engineer, "World Wide Tv"; Ralph E. Lovell, NBC, "Television Recordings"; Boyce Nemec, management consultant, "Closed-Circuit Television."

SRA Adopts New Spot Form; Will Reduce Extra Paperwork

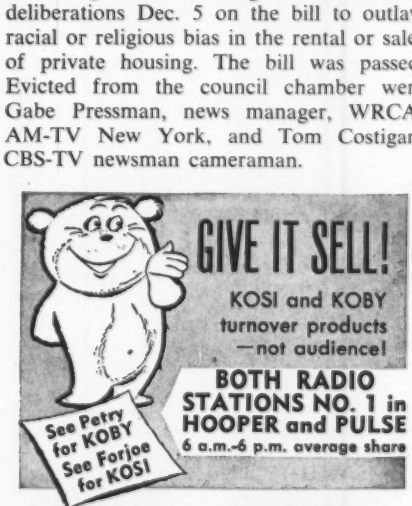
Further helping to reduce the growing paperwork involved in handling spot radio and tv advertising, a new standard form to confirm broadcast orders and to serve as a contract between station and agency was adopted Thursday in New York by the board of the Station Representatives Assn. The form eliminates the need for an agency to issue a separate formal contract to confirm verbal orders which often are fulfilled before the paperwork can be completed.

Station representatives will supply sufficient copies of the new form for use by agencies although the latter may continue to issue separate contract forms if they wish. On the back of the new form SRA plans to show the contract conditions for spot-radio-tv as copyrighted by the American Assn., of Advertising Agencies. Both agency and station will sign and exchange copies of the form.

SRA has been working on this project for a year in cooperation with the 4-A committee on broadcast media, which has approved the idea of the new form. Larry Webb, SRA managing director, said the new form "would save thousands of hours of clerical work for all concerned—agencies, stations and station representatives. It will reduce the possibility of errors in contracts and over a period of time the savings in cost of paper alone should add up to a very sizable figure."

N. Y. Council Ban Protested

A protest has been lodged by Radio-Newsreel-Television Working Press Assn. against the New York City Council's action in barring camera coverage of the council's deliberations Dec. 5 on the bill to outlaw racial or religious bias in the rental or sales of private housing. The bill was passed. Evicted from the council chamber were Gabe Pressman, news manager, WRCA-AM-TV New York, and Tom Costigan, CBS-TV newsman cameraman.


GIVE IT SELL!
KOSI and KOBY turnover products —not audience!
BOTH RADIO STATIONS NO. 1 in HOOPER and PULSE
6 a.m.-6 p.m. average share
See Petry for KOBY
See Forjoe for KOSI

KOSI · KOBY

Denver San Francisco

Mid-America Broadcasting Company

MEDIA spokesmen exchanged ideas on methods of keeping channels of information open at luncheon held by NARTB Freedom of Information Committee, with newspaper representatives receiving NARTB's new kits, "The People's Right to Know." L to r: Theodore F. Koop, CBS Washington, representing Sigma Delta Chi and Radio Television News Directors Assn.; NARTB President Harold E. Fellows; William Leick, American Newspaper Publishers Assn.; Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NARTB committee, and Joseph Costa, National Press Photographers Assn.

Bell Gets Additional Duties As Head of NARTB Joint Affairs

Howard H. Bell, NARTB assistant to the president, has been appointed assistant to the president in charge of joint affairs, President Harold E. Fellows announced Wednesday [CLOSED CIRCUIT, Dec. 16]. Mr. Bell had been assistant to the president since 1954.

MR. BELL

In his new post Mr. Bell will have responsibility for projects and activities which jointly concern both radio and television, working with John F. Meagher, radio vice president, and Thad H. Brown Jr., tv vice president. He will act in behalf of President Fellows in staff planning for joint radio-tv affairs. These will include program planning for the national convention, regional conferences, board meetings and committee projects.

TAB Asks School Radio Courses

A move to install instruction in radio as part of public school curricula is being sponsored by Texas Assn. of Broadcasters. Five Texas schools already have added radio courses in their speech departments and 10 others have asked to be included in the program, according to Shirley Austin, office manager of the Texas association and radio consultant to the U. of Texas extension and field service. Six 6-week courses include study in microphone techniques, sales and continuity, radio drama, special shows, news writing and production and general radio work.

Catholics Praise Radio-Tv For Standards of Programming

The Catholic Church has gone on record as lauding radio and television in the U. S. for "preserving standards which permit the American home to tune in programs at random without being faced in each instance with a problem of moral judgment."

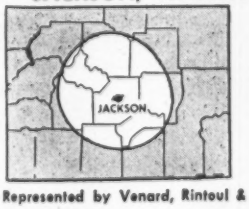
The commendation was made by Bishop William A. Scully of Albany, chairman of the episcopal committee on motion pictures, radio and television. The bishop's statement was issued in connection with Catholics' reaffirmation Dec. 15 of their pledge to support the Legion of Decency's crusade against indecent and immoral motion pictures. The committee sets Legion policy.

Bishop Scully, while also praising the movie industry's Production Code Administration and those producers who cooperated, nevertheless cited the rise in "B" (morally objectional) films.

But for radio-tv, the bishop was unreserved in commendation. He noted that with the publication of Pope Pius XII's encyclical *Miranda Prorsus* last September [NETWORKS, Sept. 16], the Catholic Church's attention has been expanded to radio-tv.

"During the 35 years of radio's existence in the U. S.," Bishop Scully said, "it has served the American public as a vehicle for public service programming and as a source of entertainment. It has not entered the American consciousness during these years to regard the medium as a moral problem. The same can well be said of tv."

WDXI-TV CBS
JACKSON, TENNESSEE
Channel 7



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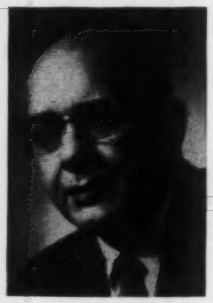
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hosselt

SRA Re-elects Headley, Katz, Peters; O'Connell New Secretary

Frank M. Headley, president of H-R Representatives and H-R Television, was re-elected president of Station Representatives Assn. last Thursday at the organization's annual meeting in New York.



MR. HEADLEY

H. Preston Peters of Peters, Griffin, Woodward and Eugene Katz of The Katz Agency were re-elected vice president and treasurer, respectively, and Richard O'Connell, Richard O'Connell Inc., was named secretary to succeed Robert Meeker of The Meeker Co.

Joseph J. Weed, Weed & Co., was elected to the board for a three-year term; Lewis H. Avery, Avery-Knodel, was named for a two-year term, and Mr. Meeker, one year.

SRA's newest member was presented at the meeting. It is Blair Television Assoc., represented at the session by Richard Foote, vice president and general manager.

Cronkite to Address Georgians

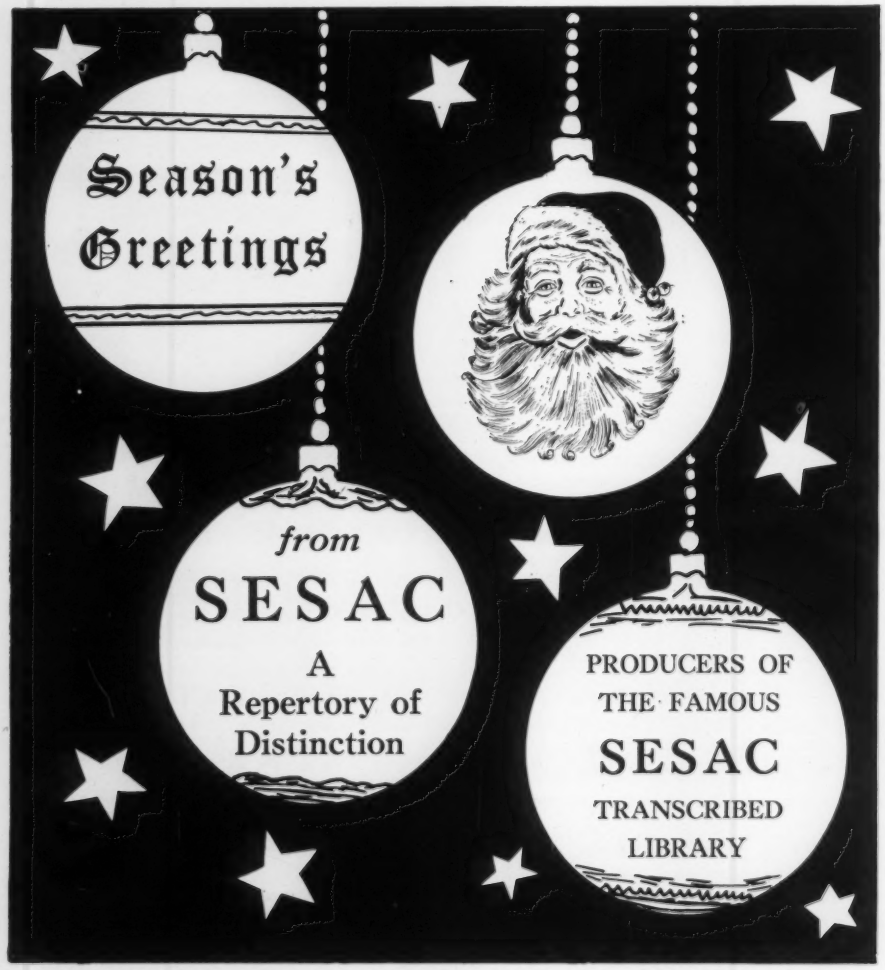
Walter Cronkite, New York newsman for CBS, will address the 13th annual Georgia Radio & Television Institute at the U. of Georgia, Athens, Jan. 30-31, it has been announced. The institute is co-sponsored by the Georgia Assn. of Broadcasters and the Henry W. Grady School of Journalism of the U. of Georgia. Mr. Cronkite's scheduled appearance was arranged by Glenn Jackson, vice president and managing director of WAGA-TV Atlanta, CBS affiliate.

Impact of Newscasts Cited

Impact of the radio newscast as a sales medium is detailed by Radio Advertising Bureau in a four-page folder released this week which claims that a five-minute newscast aired over a single radio station is received by almost one-third of a market's total families over a seven-day period. RAB claims that if this five-minute newscast is aired hourly, these families are exposed to the sponsor's message nearly 11 times each over a five-week period and that the news program during a course of a month builds "a tremendous accumulative audience" resulting in more than half of these families being reached nearly 25 times each.

FCBA Sets Banquet for Jan. 10

The annual banquet of the Federal Communications Bar Assn. will take place Jan. 10, 1958, at the Sheraton Park Hotel, Washington, D. C., it was announced last week by William P. Sims Jr., chairman of the banquet committee. The annual meeting of FCBA is scheduled there the same day.



Cresap Elected President Of Westinghouse Electric

Major executive changes were announced last week by Westinghouse Electric Corp. as 47-year-old Executive Vice President Mark W. Cresap Jr. was named president effective Jan. 1 to succeed 62-year-old Gwilym A. Price who continues as chairman. E. V. Huggins, vice president in charge of corporate affairs and secretary, becomes chairman of the executive committee but will continue to have general supervision of subsidiary Westinghouse Broadcasting Corp. and will have general supervision of the defense products divisions.

John K. Hodnette, vice president and general manager, was elected executive vice president of the parent firm while George G. Main, treasurer since 1949, becomes vice president in charge of finance. Francis E. Dalton, director of corporate accounting since 1949, was elected controller. Carlisle P. Myers, general counsel since 1955, continues in that post and becomes secretary. Russell B. Read, planning director since 1952, becomes assistant treasurer in addition to his present post. Mr. Price also announced the formation of a policy and finance committee of which he will be chairman and which also will include Messrs. Cresap and Huggins. Mr. Cresap, former New York management consultant, joined Westinghouse seven years ago as a vice president.

RCA Furlough Affects 4,300

In what is described by RCA spokesmen as a normal Christmas furlough comparable to previous years, RCA is laying off some 4,300 workers at its Indianapolis television factory. About 2,500 workers on the tv production lines will be off five working days until Jan. 2 and about 1,800 in the picture tube section will be off seven working days until Jan. 6. Plant employes total 7,000 workers.

Radio Set Shipments Up 12%

Shipments of radio sets from factories to dealers totaled 6,830,249 for the first 10 months of 1957, an increase of 12% over the 6,080,825 shipped in the same 1956 period, according to Electronic Industries Assn. October shipments totaled 985,969 compared to 754,005 in the same 1956 month.

Tv shipments totaled 4,873,819 sets in the 10 months of 1957, down from the 5,433,750 shipped in the same 1956 period, EIA found. October tv shipments totaled 624,044 sets compared to 843,508 in the same 1956 month.

Gen. Transistor Earnings Double

General Transistor Corp., New York, reports doubled earnings for the third quarter of 1957, totaling $91,222 after taxes or 30 cents a share on 306,727 shares outstanding. Figures are based on sales of $819,569. Third-quarter earnings compare with $45,361 for the same period last year, 16 cents a share on 282,966 shares, according

to Arnold Malkan, chairman of the board. Nine-month figures for 1957: $221,286 after taxes, 72 cents a share, up from $129,077 or 45 cents a share during the first nine months of 1956. New products scheduled for 1958 production are computer diodes, silicon rectifiers and higher frequency transistors in the 50-100 megacycle range, Mr. Malkan said.

Broadcast Papers Announced For AIEE Meeting Feb. 2-7

The winter general meeting of the American Institute of Electrical Engineers will be held in New York Feb. 2-7, 1958, at the Statler Hotel. Among papers of interest to broadcast engineers:

Development in closed circuit tv, Tuesday, Feb. 4 at 9 a.m.; television broadcasting, Tuesday, Feb. 4 at 2 p.m.; radio communications and tv and aural broadcasting, Wednesday, Feb. 5 at 9 a.m.

Papers will be read by the following: closed circuit tv—J. E. Dilley and G. A. Senior, RCA; Joseph W. Alinsky, Thompson Products Inc.; C. L. Ellis, GE; Harry J. McMains, Southwestern Bell.

Television broadcasting—F. W. Millspaugh and J. H. Roe, RCA; Ernest Freeland, Philco; E. Dale Barcus, Pacific Tel. & Tel. Radio Communications—Charles H. Willyard, Motorola; R. A. Felsenheld, H. Havstad, J. L. Jatlow, D. J. LeVine and L. Pollack, Federal Telecommunications Labs; K. P. Stiles, F. G. Hollins, E. T. Fruhner, and W. P. Siddall, AT&T; Charles A. Parry, Page Communications; R. B. Stecker, Western Electric.

Do-It-Yourself Tv Gear for Sale

A closed-circuit television camera for industrial, institutional and ham use is being marketed by the Electron Corp., Dallas, Tex., according to Mike Ling of Ling Enterprises, Asheville, N. C., parent firm of Electron Corp.

The Electron camera was designed by Mort Zimmerman, president of the manufacturing firm, for use with non-professional lighting and with an ordinary receiver as monitor. Demonstrated in closed-circuit coverage of the Dallas Open Golf Tournament, the Electron camera sells for less than $500 and at a lower price in do-it-yourself kit form.

Zenith's Horizontal Chassis

Something new has been added to Zenith Radio Corp.'s 1958 television line—a portable tv set with horizontal rather than the standard vertical chassis, claimed to represent "a sharp departure from industry practice." The new chassis is wired by hand, which eliminates printed circuitry characterized by Zenith as "flimsy" and productive of service headaches.

L. C. Truesdell, Zenith vice president and sales director, said the horizontal chassis in the 14- and 17-inch "carry about" portables is the same basic type as that used in all Zenith 1958 table models and consoles. He claimed service dealers prefer it to the vertical because it is easier and more economical to service.

Motorola's Taylor Sees Sales Of 5 Million Tv Replacements

A replacement market of five million tv receivers, plus additional sales from new family formations and home construction, are predicted for 1958 by Edward R. Taylor, executive vice president of Motorola Inc.'s consumer products division.

He told distributors in Chicago that of the 45 million sets in use today, 18.5 million are five years old or more. Of the 18.5 million sets, 71% are 16-inch screens or smaller, while 39% are 12-inch size or less. He also asserted the new year would bring one million new family formations and one million new homes scheduled for construction.

"Approximately 10 million homes are presently without any tv, not to mention that only some 11% of the wired homes in America have more than one television set," Mr. Taylor pointed out. Tv set sales by distributors to dealers should approximate six million units in 1958, a 6% decrease from 1957, with replacement purchases taking up considerable slack.

Among favorable marketing developments in recent months, Mr. Taylor claimed, were the leveling off of portable tv set demand (and the swing to larger screen sizes) and "the realization by the public that color tv in its present form will always be priced considerably higher than black and white receivers."

MANUFACTURING SHORTS

Sylvania Electric Products announces what is described as first "convertible" tv set, one which can be used as both portable and console. Several model lines of convertibles are to be marketed. Set features portable basic segment which slips in and out of console cabinet. Sylvania also has introduced three new 17-inch portables all using 110-degree deflection system which company developed year ago.

Allen B. DuMont Labs reports it has developed 25 w "piggy back" transistorized power supply for existing two-way radio mobile equipment, which reportedly guarantees over 80% efficiency.

Collins Radio Co., Cedar Rapids, Iowa, has opened sales engineering office at 205 E. Third Ave., San Mateo, Calif. Phone: Diamond 2-2131. **E. L. Grandison** is in charge.

Packard-Bell Electronics Corp., L. A., has declared regular quarterly dividend of 12½ cents per share on 688,000 shares of common stock outstanding, payable Jan. 25 to shareholders of record Jan. 10.

Washington, D. C., Hi-Fi Show will be held March 14-16 in Shoreham Hotel, according to **M. Robert Rogers,** WGMS Washington, chairman of planning committee. About 50 exhibitors reportedly are planning to take part.

Western Programs Fare Poorly In Latest Tv Awards by 'Look'

CBS-TV and NBC-TV ran neck-and-neck this year with seven winners each of the *Look* magazine tv awards for 1957 while ABC-TV came in third with two programs, it was announced Saturday by Cowles Publications Inc. The eighth annual awards are contained in the Jan. 7 issue of the magazine out today (Monday). Surprisingly, noted *Look*, none of tv's "highly-rated westerns" managed to land a single winner in the voting of 309 newspaper tv critics for the period Nov. 1, 1956-Oct. 31, 1957. Only network programs were considered. Syndicated programs did not qualify. The awards ceremony will take place this coming Saturday on NBC-TV's *Perry Como Show*.

CBS-TV winners were *See It Now* (best public affairs series); *I've Got a Secret* (quiz-panel series); *Phil Silvers Show* (best situation comedy); *Alfred Hitchcock Presents* (best half hour dramatic series); *Playhouse 90* (best hour-or-more dramatic series); *Jack Benny Show* (best straight comedy series); *Edsel Show* (best musical).

NBC-TV winners were *Steve Allen Show* (best variety series); *Tonight* (best novelty series); World Series coverage (both best sports and best special programs); *Hallmark Hall of Fame's* "Green Pastures" (best dramatic show); *Perry Como Show* (best musical series).

ABC-TV winners were *Omnibus* (best educational series) now seen on NBC-TV; *Disneyland* (best children's series), and although the show went off the air very early in the year, also Bishop Fulton J. Sheen's *Life Is Worth Living*.

Many of the series picked were repeaters from the 1956 *Look* awards. Mr. Benny supplanted comic Sid Caesar whose show left NBC-TV this past spring.

ABA Sets Public Service Awards For Radio-Tv, Other Media

A national program of annual public service awards to radio, tv and other media for "outstanding contributions to public understanding of our legal and judicial systems" will be conducted by American Bar Assn.

The awards will be announced and presented at the association's annual meetings, starting with ABA's 81st convention in Los Angeles Aug. 25-29, 1958. An awards committee will select recipients, having set next Feb. 15 as the deadline for entries based on programs or articles during 1957. The program already has been authorized by ABA's board of governors.

The awards, with the symbol of an engraved gavel, will be given for "noteworthy service" in the areas of "(1) increasing public understanding of the intrinsic values of our systems of law and justice; (2) cooperation with the organized bar to improve court administration, or in other bar activities in the public interest, and (3) explaining the role of the lawyer in American life."

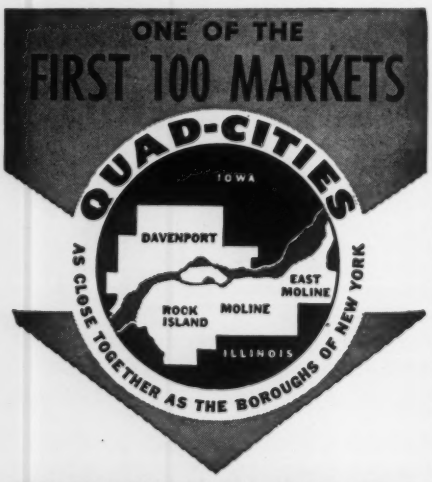
The decision to inaugurate the awards program was explained in this announcement:

"Legal subjects are being discussed and portrayed with increasing frequency by the media of information and entertainment. The American Bar Assn. wishes to recognize constructive efforts to inform people of the essential roles of laws and courts as bulwarks of a free society. We believe such efforts on the part of the media are in the public interest also because they contribute to the aim of the bar to improve court administration and maintain high professional standards. The ABA awards are intended to accord national recognition to truly outstanding public service of this type."

The bar association last month announced plans to cooperate with CBS Television Film Sales on a proposed legal dramatic series, *Attorney-at-Law* [FILM, Nov. 25]. It's understood CBS Television Films Sales has chosen a story line for a pilot film.

Lasker Awards Contest Opens

Radio-television programs dealing with medical research or public health during 1957 are eligible for one of three Albert Lasker Medical Journalism Awards presented by the Albert and Mary Lasker Foundation, it was announced last week. Deadline for entries is Feb. 3, 1958. Scripts will be rated by the foundation's board on the basis of accuracy, significance, timeliness and proficiency in the translation of technical information into lay language. Awards have been increased this year from $1,000 to $2,500 plus a citation and a silver statuette.



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WBC Educational Film Report Given to Office of Education

A report to the nation, "Education '57," was presented to the U. S. Office of Education last Monday by Westinghouse Broadcasting Co. The documentary, a half-hour film produced by WBC, was accepted by Lawrence G. Derthick, U. S. Commissioner of Education. Twenty-five copies are being distributed for tv showing.

Comr. Derthick thanked Donald H. McGannon, WBC president, for this contribution to public knowledge of the problems facing educators. Taking part in production of the film were Carroll Hanson, publications director of the Office of Education; Gordon Hawkins, WBC director of education; Rod MacLeish, chief of the WBC Washington bureau; Chet Collier, WBZ-TV Boston, plus staff personnel at the five WBC tv stations. Richard M. Pack, WBC vice president, was executive producer. Allyn Edwards was narrator.

Educational Tv Estimates Its Audience at 12 Million

The audience of educational (ETV) television stations now totals 12 million, according to Dr. Ryland Crary, education director of Educational Television & Radio Center, Ann Arbor, Mich. He said this "surprising" figure had been attained despite the fact that ETV stations "have been more concerned with building good educational programs than with obtaining mass viewership and big ratings."

Dr. Crary said the 12 million figure "represents a conservative estimate based on six audience studies supported under ETRC's program of grants-in-aid for research." He explained it does not include viewers of educational programs broadcast over commercial stations or pupils involved in closed-circuit tv instructional programs. ETRC provides ETV stations with programs of an educational nature.

ETRC Logs 'Doctors in Space'

Doctors in Space, a filmed series on problems of rocket flying, begins on the 26 stations of the National Educational Television network next month. KUHT (TV) Houston, Tex., under contract to the Educational Television & Radio Center, Ann Arbor, Mich., started filming the 13 programs nearly two years ago. Each show features a space medicine expert from the ranks of medical doctors, armed services and industry.

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PROFESSIONAL SERVICES

Vandivere, Cohen & Wearn Becomes Vandivere & Cohen

Reorganization of the Washington consulting engineering firm of Vandivere, Cohen & Wearn was announced last week. The new firm is Vandivere & Cohen, with Edgar F. Vandivere Jr. returning to active consulting practice with the dissolution of Vandivere Labs. Inc. Jules Cohen is the second member of the firm.

Resigned is Wilson C. Wearn, for the past 2½ years assistant to the president of WFBC-AM-FM-TV Greenville, S. C.

Joining the firm as an engineer is Raymond P. Aylor Jr., most recently chief of the field laboratory, Air Force Airways Communications System, Andrews Air Force Base, Md.

Chase Plans Own Law Practice

Seymour M. Chase, a member of the Washington law firm of Segal, Smith & Hennessey, has announced he will enter communications practice for himself when the current firm dissolves Jan. 1. George S. Smith and Philip J. Hennessey, with three other attorneys of the partnership, are leaving to establish Smith & Hennessey [PROFESSIONAL SERVICES, Dec. 2].

Prior to joining Segal, Smith & Hennessey four years ago, Mr. Chase was an attorney in the FCC Office of Opinions & Review. His new office will be at 736 Wyatt Bldg., Washington. Telephone: Executive 3-2299.

Jaffe, Preminger Agencies Unite

The talent agencies of Herb Jaffe in New York and Ingo Preminger in Hollywood have joined forces to form a new agency, Preminger-Jaffe-Stuart. Mr. Preminger will be president, with offices in Hollywood; Mr. Jaffe will be vice president and treasurer, with offices in New York; Malcolm Stuart, an associate of Mr. Preminger for the past three years, will be vice president and secretary.

PROFESSIONAL SERVICE SHORT

Harshe-Rotman Inc., national public relations firm, has announced move of Chicago offices to 108 N. State St. Telephone: Financial 6-6868.

INTERNATIONAL

CBC Board Recommends First Uhfs for Dominion

Recommendations for licensing the first two Canadian uhf stations were made by the board of governors of CBC at its meeting Dec. 6 at Ottawa. Societe Video de Clermont was recommended for a license on ch. 75 with power of 45.1 w video and 22.5 w audio and directional antenna at 491.5 feet above average terrain as a satellite transmitter of CFCM-TV Quebec City, Que., at Clermont, Que.

At Estcourt, Que., a satellite station of CJBR-TV Rimouski, Que., was recommended for a license in the name of La Compagnie de Television Pohenegamooke Inc., on ch. 70 with 45.1 w video and 27.55 w audio and directional antenna of 123.4 feet above average terrain.

CHAB Moose Jaw, Sask., was recommended for a television station license on ch. 4 with 54 kw video and 27 kw audio and antenna 830 feet above average terrain.

New radio stations were recommended for licensing in widely separated parts of the country. At Kitimat, B. C., 400 miles north of Vancouver in a new aluminum smelting town, International Radio & Television Corp. Ltd. has been recommended for a 1-kw station on 1140 kc. The recommendation was made on the understanding that the station have an average of 28 hours of live programming weekly. It will be connected with CBC Trans-Canada network as a supplementary station, while the CBC repeater station at Kitimat will remain in operation.

Schefferville, Que., new iron ore town 280 miles north of the St. Lawrence River in otherwise uninhabited territory, is to have a community radio station. A license recommendation has been granted to Hollinger Ungava Transport Ltd. for a 250-w station on 1230 kc.

In granting recommendations for new stations, the CBC board announced that in the future it wants more program planning information from applicants and evidence the plans can reasonably be carried out. The board proposes to develop additional reviews of programming of existing stations and of actual operations as compared with previous assurances, which will be studied when recommendations regarding renewals of licenses are considered.

Power increases were granted to a number of stations. CKLG North Vancouver, B.C., was recommended for a power boost from 1 kw to 10 kw and change of frequency from 1070 kc to 730 kc. CKNW New Westminster, B.C., another Vancouver suburban station, was turned down for a power boost to 10 kw on 730 kc on grounds that a greater amount of public advantage should come from the increase to CKLG, which through unforeseen bad ground conductivity, has been technically unable to provide adequate service north and west of Vancouver for which it was established.

CJAV Port Alberni, B.C., and a new station applicant at Burnaby, B.C., were also both turned down for stations on 730 kc.

CKRB Ville St. Georges, Que., has been

granted a power increase from 250 w on 1400 kc to 5 kw day and 1 kw night on 1250 kc.

CFOS Owen Sound, Ont., will change frequency with 1-kw power from 1470 kc to 560 kc.

CKLN Nelson, B.C., has had its power boost recommended from 250 w on 1240 kc to 1 kw on 1390 kc.

Share transfers were recommended for CKSW Swift Current, Sask.; CKSF Cornwall, Ont.; CFAB Windsor, N.S., CKEN Kentville, N.S., CKBW Bridgewater, N.S.; CKX-AM-TV Brandon, Man.; CJIB Vernon, B.C., and CKRD Red Deer, Alta.

Transfer of ownership was granted to CFJC Kamloops, B.C., and CKTR Three Rivers, Que.

Australia Government to Accept Tv Applications for Four Cities

The Australian government has announced it will accept applications for commercial television stations in Brisbane, Adelaide, Perth and Hobart. Bids are to be submitted to the Australian Broadcasting Control Board in Melbourne by next March 31 (for Brisbane and Adelaide) and by June 30 (for Perth and Hobart).

The government said public hearings on the applications would commence in April with the expectation that recommendations for grants be made by mid-June and September.

Australia employs a dual system of radio-tv that permits both government and privately-owned stations. At the present time the Australian Broadcasting Commission operates tv stations in Sydney and Melbourne. Each of these cities also has two other television outlets operated by commercial interests.

CARTB Completes Planning For March 30-April 2 Meet

Plans are complete for the annual meeting of the Canadian Assn. of Radio & Television Broadcasters at the Mount Royal Hotel, Montreal, March 30-April 2. With the exception of Monday, March 31, meetings will be open only to CARTB members for discussions on operational problems and association policies.

March 31 will have a morning television workshop and an afternoon radio workshop, with leading Canadian broadcasters and representatives on panels. Advertisers and agency representatives will be invited to attend these sessions. Brainstorming sessions will be held during the radio and tv workshops.

A Quarter Century Club luncheon is slated for March 31 and the annual CARTB dinner that evening.

Anderson Unseats Murdoch In Toronto AFM Local Vote

Toronto musicians have upset the largest local of the American Federation of Musicians in Canada, the Toronto Musicians Assn., by electing trumpeter George Anderson, 36, to replace Walter Murdoch, who has held the presidency 25 years.

Only this year Mr. Murdoch was given a testimonial dinner for his quarter-century as leader of Local 149, AFM. Mr. Anderson's election Dec. 7 came as a surprise to musicians and the union. Mr. Anderson has been a union member 20 years and is active with orchestral groups employed by CBC.

The move to unseat Mr. Murdoch began some months ago when full-time musicians decided to take a more active role in the operation of their union. Part-time musicians were Mr. Murdoch's main supporters.

Elected with Mr. Anderson were Gurney Titmarsh and John Niosi as vice presidents, H. Nicholson as assistant secretary, and Ellis McLintock as chairman of the fees committee. A new executive board also was elected. Mr. Murdoch remains as executive officer for Canada on the international AFM board.

IAAB Meet Agenda to Feature Cuban Broadcast Restrictions

The renewal of news censorship restrictions by the Cuban government of President Fulgencio Batista and proposed Cuban laws threatening private ownership of broadcast stations will be top topics at a meeting of the General Assembly of Inter-American Assn. of Broadcasters, to be held March 10-15 at Punta del Este, Uruguay.

The IAAB board is on record against the proposed laws, contending they would allow expropriation or government ownership of broadcasting as well as censorship.

Representing the United States at the Uruguay assembly will be Gilmore Nunn, WBIR-TV Knoxville, Tenn., U. S. delegate to IAAB, and NARTB President Harold E. Fellows.

The Inter-American Press Assn. last week denounced the Batista government for its latest extension of press censorship another 45 days. The censorship exists under a state of siege by which constitutional guarantees are suspended. The press group termed the Batista censorship "a threat against the free journalists of Cuba" and "a blow against freedom of information everywhere."

Last October Mr. Nunn and other IAAB board members voiced their censorship and private ownership views in an interview with President Batista. They met with members of the Cuban Broadcasters Assn., of which Abel Mestre, CMQ Havana, is president. Mr. Mestre is a brother of Goar Mestre, director general of Circuito CMQ. The latter left Cuba in the autumn to protest the proposed new Cuban broadcast laws in the United States. He is currently on a South American tour.

ABROAD IN BRIEF

PERSIAN TV PLAN: Habib Sabet, Iranian representative for RCA and other U. S. firms, will open the Middle East's first commercial tv in March at Tehran, Iran, it has been announced. Call letters are TVI (Television of Iran) and it will operate on ch. 2 (60 mc) with 2 kw. Programming will include live originations at the Tehran studios and film from the U. S. and Europe. The Middle East's only other television station is operated by the government of Iraq in Baghdad in cooperation with a British concern.

PROTESTANT PROJECT: European Protestants—lay and clerical—have formed a committee to study the possibilities of a Protestant radio station in Switzerland. The matter was dropped by the Federation of Swiss Protestant Churches at its assembly last spring when the group decided that, because of theological questions involved, it could not sponsor the project as suggested by Swiss promoters.

Albert Moeckli, former director of telegraphs and telephones in the Swiss Post Office, describes the renewed movement in a Swiss Protestant newspaper, suggesting a medium power station to spread evangelical doctrine throughout Europe (including Western Russia), the Near East and North Africa. Construction, he estimates, would cost from $575,000 to $690,000 and annual operation about $161,000. Funds would come from churches, religious groups and individuals.

TV INTRODUCED IN IRELAND: BBC was scheduled to begin telecasting from North Ireland's first television station last week at Londonderry, according to an announcement in London by Kenneth Thompson, assistant postmaster general. The government of Eire also is working on a plan to introduce television to that country. It is considering offers by the Pye manufacturing firm and Gordon McLendon, Texas broadcaster (KLIF Dallas, KILT Houston and KTSA San Antonio) [INTERNATIONAL, June 24, *et seq.*]

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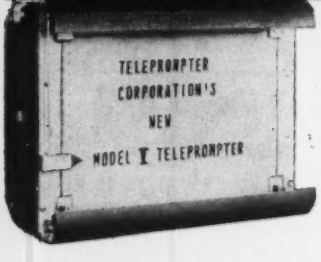

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Mr. Hugh Halff, Jr.
Chairman of the Board
WOAI-TV, San Antonio, Texas

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PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Arthur S. Bird, San Antonio industrialist, and **Gabriel Kaslow,** partner in Weil, Gotshal & Manges, N. Y. law firm, elected to B. T. Babbitt Inc. board of directors.

Arthur W. Schultz, account supervisor (General Foods' Perkins Div.), Foote, Cone & Belding, Chicago, elected vice president.

W. E. Schoon has been appointed advertising manager of Pontiac Motor Div. of General Motors Corp. He succeeds **B. B. Kimball,** who becomes general sales manager's assistant, with responsibility for handling special advertising assignments.

◄ **Tom Tausig,** formerly radio-tv supervisor, Ted Bates, N. Y., to P. Lorillard Co. (Kent, Old Gold and Newport cigarettes), N. Y., as assistant director of advertising. Before joining Bates he was account representative at Young & Rubicam and before that director of programs for WTOP-TV Washington.

Donald B. Kraft, vice president and assistant manager, Honig-Cooper Co. Seattle office, named vice president and manager of that office, effective Jan. 1.

E. Louis Figenwald joins Lee-Stockman Inc., N. Y., as executive vice president in charge of radio and tv.

Luella Cannam, formerly account executive, WVDA Boston, has opened her own advertising and public relations agency, The Cannam Co., at 900 Statler Bldg., Boston.

L. E. Wheelan appointed account executive-administration on Minnesota Mining & Mfg. Co. (graphic products division) account at Erwin Wasey, Ruthrauff & Ryan Inc., Chicago.

Don Wagnitz, formerly vice president of Grant Adv. Inc. and manager of its Dallas office, to Campbell-Mithun Inc., Chicago, as account executive.

Walter A. Lawrence, formerly vice president in charge of Kenyon & Eckhardt Chicago office, to Guild, Bascom & Bonfigli, S. F., as account executive.

David G. McIntyre, manager of radio-tv production, Lewis & Gilman Inc., Philadelphia, to Doherty, Clifford, Steers & Shenfield, N. Y., as assistant account executive.

Louis Rossillo, formerly with ABC-TV, to Regal Adv. Assoc., N. Y., as tv timebuyer.

◄ **James V. Barton,** Bulova Watch Co., to Paper Mate Co. (division of Gillette), Chicago, as advertising manager. Before joining Bulova, Mr. Barton was brand manager of Toni Co., another Gillette subsidiary.

William R. Entrikin appointed general sales manager for Elgin National Watch Co.'s electronics division.

L. A. Iacocca and **Wilbur Chase Jr.,** both with Ford Motor Co. in various sales and merchandising posts since 1946, named new car marketing manager of Ford Div. and new truck marketing manager, respectively.

Bill Kennedy, group supervisor for time-buying on Seven-Up and Swift accounts, J. Walter Thompson Co., Chicago, to McCann-Erickson Inc. that city as broadcast supervisor, effective Jan. 1. He succeeds **John Cole,** who joins Needham, Louis & Brorby.

Harold Green, advertising and marketing executive, appointed director of advertising and public relations for B. Manischewitz Co., Newark, N. J.

Marian Jaeger, account executive, Morey, Humm & Warwick, to Burke Dowling Adams, both New York, as fashion-home furnishings director, new post to service Curtiss-Wright's Curon Div.

Mary Hardin, divisional advertising manager, Macy's and Bamberger's, N. Y., to Clinton E. Frank Inc., Chicago, copy staff as senior writer.

Walter Perls, copywriter, Montgomery Ward & Co., to Sidney Clayton & Assoc., Chicago, copy staff.

Donald F. Coleman, advertising director of American Dairy Assn., Chicago, to Campbell-Mithun Inc., N. Y., effective Jan. 1.

Alfred G. Peart, 65, president and founder of Paris & Peart Inc., died Dec. 18 following heart attack in his office in New York. Mr. Peart established agency in 1927.

FILM

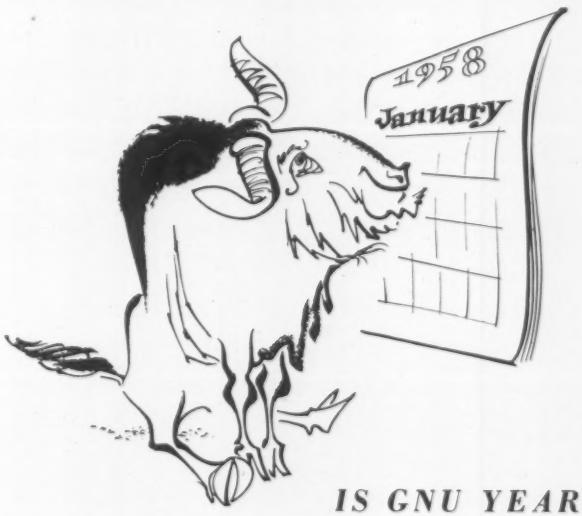
Paul Jones, vice president in charge of advertising for *Playboy* magazine, N. Y., to Screen Gems Inc. that city as national sales executive.

NETWORKS

Lane Blackwell, formerly British and European sales manager for Fremantle Overseas Radio & Television Inc., has been appointed British and European sales manager for NBC International Ltd. Mr. Blackwell will headquarter in London.

Robert Bullock, engineer in charge of equipment and installations for Don Lee Broadcasting System, named chief engineer of regional network. He succeeds **Robert Arne,** leaving Dec. 31 to become chief engineer of KTVU (TV) Oakland, Calif. **Edward Dela Pena,** engineer in charge of recording, promoted to assistant chief engineer of Don Lee.

Louis Roen, announcer at NBC Chicago for past 24 years, resigns, effective Jan. 1.



IS GNU YEAR—

Not any more than any other year. But unlike the gnu, you can make 1958 an especially happy year by putting your sales message on WBNS Radio. There you can speak "people talk" to $3,034,624,000.00. You're sure of lots of listeners on the hoof. That's because WBNS Radio is first according to Pulse in 315 out of 360 quarter hours, Monday through Friday, 6 A.M. to midnight. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

Two heads are better than one, except when the second one comes from a hangover.

Merry Christmas!

WMT-TV
CBS Television for Eastern Iowa
Mail Address: *Cedar Rapids*
National Reps: *The Katz Agency*

TO COVERAGE—is the KOA-RADIO Route that takes your advertising message throughout the *entire* Western Market — reaching cities and towns, farms and ranches in 302 counties of 12 states!

TO SALES — is the KOA-RADIO Route — the West's best way to sell your product to over 4 million potential customers!

GET ON — STAY ON* — KOA-RADIO! It's the *only* station you need to route your product *directly* to the entire, rich Western Market. (*most advertisers do!)

Represented nationally by Henry I. Christal Co., Inc.

KOA DENVER *Radio*

12/57

One of America's great radio stations
50,000 watts **850 Kc**

◄ **Harold (Hap) Anderson,** general manager, WDEF-TV Chattanooga, Tenn., to Founders Corp. (investment firm owning KPOA Honolulu, WFBL Syracuse, N. Y., and WTAC Flint, Mich., and holding 50% interest in KTVR [TV] Denver and in WSMB New Orleans as well as Mohican Stores Inc., chain of 65 supermarkets in New England and trading stamp company in New York), N. Y., as president. He succeeds **John M. Shaheen,** Founders president and majority stockholder (who remains as board member), as president.

Otis H. Segler, WDEF-TV commercial sales manager, succeeds Mr. Anderson as general manager. ►

John Carroll, managing director of WKMH Dearborn, Mich., takes on additional duties as vice president of Knorr Broadcasting Corp., licensee of WKMH.

Ed Tabor, KBAK-TV Bakersfield, Calif., promoted to general sales manager.

Randolph H. Gretes, formerly general manager, KRPL Moscow, Idaho, to WWBZ Vineland, N. J., in similar capacity.

Curt Sorbo, formerly sales representative of KFYR-TV Bismarck, to KMOT-TV Minot, both North Dakota, as station manager.

John E. Barrett, formerly with KERO-TV and KBAK-TV, both Bakersfield, as sales manager, to KFRE-TV Fresno, both California, in similar capacity.

◄ **Russell McElwee,** sales staff, WSOC-TV Charlotte, N. C., promoted to local and regional sales manager. Before joining WSOC-TV last April, Mr. McElwee was with WXEX-TV Richmond, Va., as account executive.

Robert B. Cheyne, formerly vice president in charge of sales, Allied Appliance Co., Boston, to WHDH-AM-TV Boston as director of sales promotion. Mr. Cheyne has been in sales and advertising work in New England for past 12 years. ►

Alex M. Victor, radio-tv director, Francis D. Gonda Adv. Co., Hollywood, to KMLA-FM Los Angeles as director of sales promotion.

Duane Modrow, formerly salesman at Henry Field Aluminum Products Co. and at KFNF Shenandoah, Iowa, to KMA that city as promotional manager. He succeeds **F. S. Nelson,** resigned to become assistant advertising manager of Earl May Seed Co.

Ron Schafer joins KSAN San Francisco as merchandising manager.

ABOVE, Gardner Cowles (l), chairman of the board of the Cowles Broadcasting Co. and editor of *Look* magazine, is seen with Robert R. Tincher, vice president of Cowles and general manager of WHTN-AM-TV Huntington, W. Va., during Mr. Cowles visit to the station's newly remodeled studios. In addition to Mr. Cowles, Gen. Luther Hill, president of Cowles, toured the new radio and tv studios in Huntington. They also inspected the facilities in Charleston, W. Va., which are expected to be completed in the near future.

Michael V. Secrest, formerly production-promotion director of WTIX New Orleans and program director of KXYZ Houston, to Johns' Stations (WMIN Minneapolis-St. Paul, KMNS Sioux City, KIHO Sious Falls, S. D., and WOSH Oshkosh, Wis.) as national director of programming.

◄ **Clark Pollock,** formerly operations executive with WLBR-TV Lebanon, Pa., and production-program director with WNBF-AM-FM-TV Binghamton, N. Y., to KVTV (TV) Sioux City as program director.

Douglas L. Sinn, local sales manager, WWJ-TV Detroit, to WMBD-TV Peoria, Ill., as regional sales manager. **Bob Carlton,** announcer, and **Robert Epstein,** account executive, WMBD, join WMBD-TV as account executives.

Louis O. Hertz Jr, formerly art director for WABT Birmingham and member of animation engineering staff of UPA Pictures

3 MILLION
Montana visitors will have their car radios tuned
to KGVO
MISSOULA, MONT.
plus all Western Montana
•
affiliated with **KMSO-TV**
MOSBY'S INC.

Inc., Burbank, Calif., to WAGA-TV Atlanta as promotion manager.

Don Moore, production coordinator, KTBS-Tv Shreveport, La., promoted to production manager.

Robert L. Ouellette, announcer, appointed program director of WGHM Skowhegan-Waterville, Maine.

Stephen P. Willis, 54, ► general manager, WPTV-TV Palm Beach, Fla., died Dec. 14 from coronary thrombosis. Mr. Willis spent 26 years in advertising and broadcast management. He started with Lamport MacDonald Adv. Inc., South Bend, Ind., in 1931. He was graduate of Medill School of Journalism at Northwestern U., member of Pioneers Radio & Tv Assn. and Rotary International.

Raymond L. Moss, 42, general station manager, WSSV Petersburg, Va., died Dec. 11 following heart attack.

PROGRAM SERVICES

Molly Low, sales manager, KGFJ Los Angeles, to Tel National (new radio transcription service) as vice president and sales manager.

PROFESSIONAL SERVICES

Frank McNaughton, former *Time-Life* Washington correspondent, announces opening of Frank McNaughton & Assoc. public relations counselor firm, with offices at 14 E. Jackson Blvd., Chicago. Telephone: Harrison 7-4072. **Florence Abrahamson,** formerly with American Federation of Television & Radio Artists and Screen Actors Guild in Chicago, is executive assistant.

MANUFACTURING

R. T. Silberman, vice president, Cohu Electronics Inc., appointed president of corporation's Kin Tel Div. in San Diego and **Thomas M. Hamilton** named administrative vice president of Cohu's Millivac Div. in Schenectady, N. Y.

Gerard R. Sauer, with RCA since 1950 and serving in Office of Deputy for Communications and Electronics, U. S. Air Force Tactical Air Command, appointed to newly created post of manager of Semi-Automatic Ground Environment (SAGE) powerhouse operation for RCA in Topsham, Maine.

◄ **Homer L. Marrs,** vice president and midwestern area sales manager, Motorola Communications & Electronics Inc., Chicago, promoted to operations manager.

Harold A. Jones, formerly staff director of sales for MC&E, elected vice president and named to succeed Mr. Marrs as midwestern area sales manager. ►

TRADE ASSNS.

Donald S. Frost, vice president in charge of advertising, Bristol-Myers Products division, Bristol-Myers Co., elected treasurer of Assn. of National Advertisers, succeeding **Henry Schachte,** vice president, Lever Bros. Co., who earlier was elected ANA vice chairman. Mr. Frost also is chairman of ANA advertising management subcommittee on agency relations.

INTERNATIONAL

◄ **Marcel Carter,** comptroller of Canadian Broadcasting Corp., Ottawa, Ont., named controller of management and development.

A. M. Henderson, secretary-treasurer of Distillers Corp.-Seagrams Ltd., Montreal, named comptroller of CBC with headquarters in Ottawa. ►

J. Paul Moore to media director of Needham, Louis & Brorby of Canada Ltd., Toronto.

Bill Quenville, formerly of CKVR-TV Barrie and CKSO-TV Sudbury, to CHEX-TV Peterborough, all Ontario, as audio operator.

Dan Kelly, announcer, CKGB Timmins, Ont., named chief announcer.

C. E. Strange, radio-tv director of Ruthrauff & Ryan Ltd., Toronto, to Stovin-Byles Ltd., Toronto station representatives, radio sales staff.

D. Harry Foster, 80, vice president and director of Foster Adv. Ltd., Toronto, died Dec. 3. He had been active in radio and tv branch of agency, which he formed with his son in 1939.

Ron Trenouth, 26, blind disc jockey of Canadian Broadcasting Corp., Toronto, who did radio program for handicapped persons, died Dec. 1.

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PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
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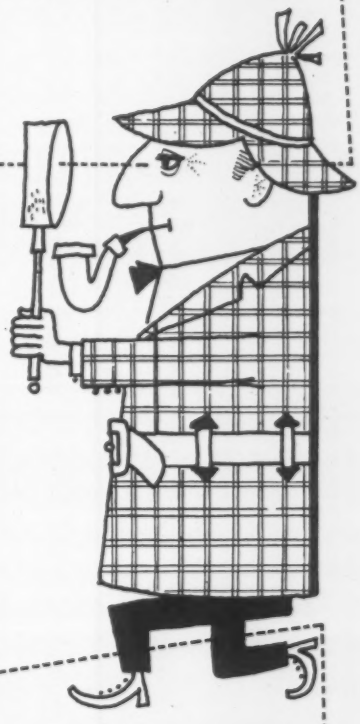
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St — Chicago, 175 W. Jackson — San Francisco, 100 Bush St.

use
CHANNEL 4-SIGHT

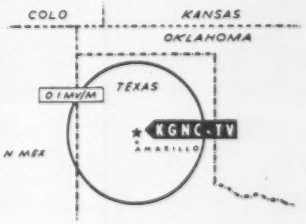


You don't have to be a Sherlock, nor do you need a glass to magnify the resultant effect of the use of Channel 4 in the great Golden Spread.

More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw

Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

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Washington, D. C. FEderal 3-4800
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Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
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Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
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Washington 6, D. C. Fort Evans
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1100 W. Abram
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John A. Moffet—Associate
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OLiver 2-8520

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Consulting Engineers
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Associates
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Riverside, Ill.
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Box 2468, Birmingham, Ala.
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821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

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SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 77,440* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*1956 ARB Continuing Readership Study

Member AFCCE

Station Authorizations, Applications

As Compiled by BROADCASTING

December 12 through December 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATIONS

Hot Springs, Ark.—Southwestern Publishing Co., vhf ch. 9 (186-192 mc); ERP 306 kw vis., 163 kw aur.; ant. height above average terrain 679 ft., above ground 287 ft. Estimated construction cost $432,000, first year operating cost $244,400, revenue $260,000. P. O. address 920 Rogers Ave., Fort Smith, Ark. Studio location Hot Springs, Ark. Trans. location Hot Springs, Ark. Geographic coordinates 34° 30′ 06″ N. Lat., 93° 06′ 26″ W. Long. Trans., ant. GE Legal counsel Hale, Wollenberg & Kenehan, Washington, D. C. Consulting engineer William L. Foss Inc., Washington, D. C. **Donald W. Reynolds,** president and 100% owner of **Southwestern Pub. Co.,** owns or controls **KFSA-AM-FM-TV Fort Smith, Ark., KOLO-AM-TV Reno, KORK Las Vegas, KLRJ-TV Henderson,** all **Nev., KHBG Okmulgee, Okla.,** and **KBRS Springdale, Ark.** Announced Dec. 16.

Moline, Ill.—Public Service Bcstg. Co. vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,061.3 ft. Estimated construction cost $1,015,796, first year operating cost $975,000, revenue $1,100,000. P. O. address 1808 Third Ave., Rock Island, Ill. Studio location Moline, Ill. Trans. location Lynn Center, Ill. Geographic coordinates 41° 17′ 51″ N. Lat., 90° 22′ 30″ W. Long. Trans., ant. RCA. Legal counsel McConnaughey, Sutton & L'Heureux, Washington 4. D. C. Consulting engineer Kear and Kennedy, Washington, D. C. Owners are **WMT-TV Cedar Rapids, Iowa** (40%), **Gerard B. McDermott** (15%), **Robert M. Bahnsen, Robert A. Klockau, Bernard J. Moran, Reynolds Everett** (each 7%) and others. **William B. Dolph** is president and 31% owner of WMT-TV; he is president of **American Bcstg. Stations Inc.,** which own 49% of WMT-TV. Mr. McDermott is president, general manager and 98.8% owner of **KBUR Burlington, Iowa.** Mr. Bahnsen is in lumber and drugs. Mr. Klockau is attorney. Mr. Moran is attorney. Anounced Dec. 12.

Existing Tv Stations

ACTIONS BY FCC

KVIT (TV) Santa Fe, N. Mex.—Granted application for mod. of cp to move trans. from 2.8 miles northwest of city to **Sandia Crest** about 43 miles southwest of **Santa Fe** and about 14 miles northeast of **Albuquerque,** move main studio from present site of trans. to within **Santa Fe,** increase vis. ERP from 0.324 kw to 28.2 kw, with aur. 14.4 kw, and make other equipment changes. Chairman Doerfer and Comrs. Hyde and Mack dissented. Announced Dec. 18.

Granted request of **Capitol Cities Television Corp.** for authority to operate temporarily to Jan. 15, 1958, on ch. 41 in **Albany, N. Y.,** using call letters WCDA in accordance with specifications previously authorized as satellite of station **WTEN** ch. 10, **Vail Mills.** Announced Dec. 16.

Allocations

TV RULE MAKING—PETITIONS DENIED

By memorandum opinion and order, Commission denied petition by **Telecasting, Inc. (WENS** ch. 16) **Pittsburgh, Pa.,** for rule making to add fourth commercial vhf channel to Pittsburgh area by (1) shifting ch. 9 from **Steubenville, Ohio,** to Pittsburgh, and ch. 16 from Pittsburgh to Steubenville, or (2) adding ch. 6 to Pittsburgh by deleting it from **Johnstown-Altoona** and giving later chs. 8 and 12, deleting ch. 12 from both **Erie, Pa.,** and **Clarksburg, W. Va.,** and adding it to **Cleveland-Akron, Ohio** (as well as to Johnstown-Altoona), deleting ch. 8 from **Lancaster, Pa.,** and adding it to **Philadelphia-Wilmington-Camden-Atlantic City.** Announced Dec. 18.

By memorandum opinion and order, Commission denied petition by **Veterans Bcstg. Co. Inc.,** applicant for new tv station to operate on ch. 10 in **Vail Mills, N. Y.,** for stay of temporary authority to **Capitol Cities Television Corp.** (formerly **Hudson Valley Bcstg. Co. Inc.**) to operate **WTEN** (formerly **WCDA**) on ch. 10 in Vail Mills pending determination on applications for regular operation on that frequency as might be filed. Veterans requested stay on Capitol's temporary operation on ch. 10 until such time as **Van Curler Bcstg. Corp.** commences operation of **WTRI** on ch. 13 in **Albany.** Commissioner Bartley abstained from voting. Announced Dec. 18.

TV CHANNEL CHANGES PROPOSED

By notice of proposed rule making, Commission invites comments by Jan. 17 to petition by **Springfield Television Bcstg. Corp (WWLP** ch. 22), **Springfield, Mass.,** to substitute ch. 15 for ch. 75 in **Concord, N. H.,** ch. 21 for ch. 15 in **Portsmouth, N. H.,** ch. 75 for ch. 30 in **St. Johnsbury, Vt.,** ch. 69 for ch. 74 in **Bennington, Vt.,** and give ch. 74 to **Springfield, Vt.** Announced Dec. 18.

Translators

Coachella Valley Tele. Club, Inc. Indio, Calif.—Granted cp for new tv translator station on ch. 75 to translate programs on **KRCA** (ch. 4) **Los Angeles, Calif.** Announced Dec. 18.

Joplin TV Club, Inc. Joplin, Mont.—Granted cp for new tv translator station on ch. 78 to serve **Joplin, Chester, Inverness** and **Rudyard** to translate programs of **CJLH-TV** ch. 7, **Lethbridge, Alberta, Canada.** Announced Dec. 18.

Shelby TV Club, Inc. Shelby, Mont.—Granted cp for new tv translator station on ch. 76

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1737 DeSales St., N. W.	Barney Ogle	1515 Healey Bldg.	Fidelity Union Life Bldg.	111 Sutter St.
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to translate programs of **CJLH-TV** (ch. 7), **Lethbridge, Alberta, Canada.** Announced Dec. 18.

New Am Stations

ACTIONS BY FCC

Pompano Beach, Fla.—Gold Coast Broadcasters, granted 1470 kc, 5 kw DA-D. P. O. address % Howard J. Schellenberg Jr., 1025 Connecticut Ave., N.W., Washington, D. C. Estimated construction cost $25,716, first year operating cost $40,000, revenue $45,000. Principals are equal partners **James C. Doan,** insurance interests; **C. Robert Clark,** realty interests, and **Charles W. Stone,** account executive at **WCPO Cincinnati, Ohio.** Announced Dec. 16.

Avondale Estates, Ga.—The Great Commission Gospel Assn. Inc. granted 1420 kc, 500 w D. P. O. Box 77, Atlanta, Ga., % L. E. Latham. L. E. Latham, president, is traveling evangelist. Announced Dec. 18.

Cleveland, Ga.—Clyde W. Turner, granted 1350 kc, 500 w D. P. O. address % Mr. Turner, Cleveland. Estimated construction cost $15,690, first year operating cost $29,500, revenue $42,000. Mr. Turner, lumber interests, will be sole owner. Announced Dec. 18.

APPLICATIONS

Santa Rosa, Calif.—Sonoma County Bcstrs., 1580 kc, 250 w D. P. O. address Alfred M. Pettler, 6 Bryant Way, Orinda, Calif. Estimated construction cost $20,166, first year operating cost $49,980, revenue $60,000. Owners are **Alfred M. Pettler** (65%) and others. Mr. Pettler is in advertising. Announced Dec. 18.

Cedar Falls, Iowa—Mass Communications Inc., 1250 kc, 500 w D. P. O. address 1240 Lay Road, Richmond Heights, Mo. Estimated construction cost $21,623, first year operating cost $50,951, revenue $73,840. Owners are **William R. Cady Jr.** (51%) and others. Mr. Cady has 29% of common stock and 100% of issued preferred stock in **KADY St. Charles, Mo.,** and has minority interest in **KJOE Shreveport, La.** Announced Dec. 18.

College Park, Md.—TCA Bcstg. Corp., 1150 kc, 500 w-5 kw unl. P. O. address 3600 M St., N.W., Washington, D. C. Estimated construction cost $79,271, first year operating cost $178,000, revenue $191,500. **T. C. A. Investing Corp.,** sole owner, is owned by **O. Roy Chalk** and wife (71.1%) and others. Mr. Chalk, president of Trans Caribbean Airways Inc., parent corp. of T. C. A. Investing, as well as T. C. A. Investing itself, has various business and real estate holdings. Announced Dec. 12.

Existing Am Stations

ACTIONS BY FCC

WLAU Laurel, Miss.—Granted change of facilities from 1490 kc, 250 w unl. to 1600 kc, 5 kw D; trans. to be operated by remote control. Announced Dec. 18.

Ralph D. Epperson, Williamsburg Bcstg. Co., Williamsburg, Va.; WDDY, WDDY Inc., Gloucester, Va.—Designated for hearing application of WDDY to change facilities from 1420 kc, 1 kw D to 740 kc, 250 w D, in consolidation with applications of **Epperson and Williamsburg;** both for new am stations to operate on 740 kc, 500 w D; made **WVCH Chester, Pa.,** party to proceeding; denied Williamsburg petition for dismissal of WDDY application. Announced Dec. 18.

COMMERCIAL STATION BOXSCORE

As Reported by FCC through Nov. 30

	AM	FM	TV
LICENSED (all on air)	3,113	527	392[1]
CPs ON AIR (new stations)	67	10	147[2]
CPs NOT ON AIR (new stations)	109	51	117
TOTAL AUTHORIZED STATIONS	3,289	588	656
APPLICATIONS FOR NEW STATIONS (not in hearing)	374	32	72
APPLICATIONS FOR NEW STATIONS (in hearing)	116	9	50
TOTAL APPLICATIONS FOR NEW STATIONS	490	41	122
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	218	20	35
APPLICATIONS FOR MAJOR CHANGES (in hearing)	27	1	11
TOTAL APPLICATIONS FOR MAJOR CHANGES	245	21	46
LICENSES DELETED	0	0	0
CPs DELETED	1	0	2

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Dec. 18

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,113	67	119	501
FM	527	10	59	47
TV (Commercial)	392[1]	147[2]	119	130

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 18

	VHF	UHF	TOTAL
COMMERCIAL	410	85	495[3]
NON-COMMERCIAL	22	6	28[4]

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 89 tv cp-holders which were on the air at one time but are no longer in operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted, but now deleted.

New Fm Stations

ACTIONS BY FCC

Denver, Colo.—George Basil Anderson, granted 100.3 mc, 2.4 kw unl. P. O. address 6535 W. Jewel, Denver, Colo. Estimated construction cost $6,762, first year operating cost $2,000, revenue $2,000. Mr. Anderson, sole owner, is owner of **KJSK Columbus, Nebr., KJRG Newton, Kan.,** and 50% partner of **KCLO Leavenworth, Kan.** Announced Dec. 18.

Kansas City, Kan. Floyd W. Hurlbert, granted 98.1 mc, 4.4 kw unl. P. O. address 5094 Rock Creek Lane, Mission, Kan. Estimated construction cost $3,700, first year operating cost $10,800, revenue $15,000. Mr. Hurlbert, sole owner, is division manager, Investors Diversified Syndicate, Kansas City, Mo. Announced Dec. 18.

Detroit, Mich.—Meadowcroft Bcstg., granted 94.7 mc, 20.5 kw unl. P. O. address 1011 Forrest, Birmingham, Mich. Estimated construction cost $26,533, first year operating cost $47,740, revenue $52,416. Owners are **Garvin H. Meadowcroft** (66.67%) and **Henry G. Meadowcroft** (33.33%). Garvin Meadowcroft is general sales manager of **WSIM-AM-TV Lansing.** Henry Meadowcroft has been design supervisor with Detroit Edison Co. Announced Dec. 18.

APPLICATIONS

San Diego, Calif.—Los Tres Diablos Bcstrs., 92.5 mc, 3.81 kw unl. P. O. address 218 Citizens Bank Bldg., 16 N. Marengo Ave., Pasadena, Calif. Estimated construction cost $14,300, first year operating cost $21,000, revenue $24,000. Owners are **John K. Blanche, Kenneth A. Hamill,** and **Joseph D. Worth** (each 1/3). Mr. Blanche, attorney, is partner in **KDWC (FM) West Covina, Calif.** Mr. Worth is partner in KDWC (FM) and general manager. Mr. Hamill operates service station. Announced Dec. 18.

San Francisco, Calif.—Mid-America Bcstrs. Inc., 95.7 mc, 11.56 kw unl. P. O. address Bellevue Hotel, Geery and Taylor Sts., San Francisco, Calif. Estimated construction cost $9,975, first year operating cost $25,000, revenue $25,000. Mid-America Bcstrs. is licensee of **KOBY San Francisco,** and is owned by **David M. Segal** (85.4%) and others. Mr. Segal also owns 94% of **KOSI Aurora, Colo.,** and 75% of **WGVM Greenville, Miss.** Announced Dec. 17.

Springfield, Mass.—The Pres. and Trustees of Springfield College*, 88.9 mc, .010 kw unl. P. O. address 263 Alden St., Springfield, Mass. Estimated construction cost $3,385, first year operating cost $500. Announced Dec. 16.

Dallas, Tex.—A. H. Belo Corp., 97.9 mc, 38.4 kw unl. P. O. address Young and Houston Sts., Dallas, Tex. Estimated construction cost $28,258, first year operating cost $6,000, revenue unknown at present. **A. H. Belo Corp., E. M. Dealey,** president, is licensee of **WFAA-AM-TV Dallas.** Announced Dec. 17.

Salt Lake City, Utah—KLUB Bcstg. Co., 97.1 mc, 23.12 kw unl. P. O. address 165 Social Hall Ave., Salt Lake City, Utah. Estimated construction cost $6,000, first year operating cost $12,000, revenue $12,000. **Frank C. Carman,** sole owner, owns **KLUB Salt Lake City.** Announced Dec. 16.

Ownership Changes

ACTIONS BY FCC

KTKT-AM-FM Tucson, Ariz.—Granted assignment of licenses and cp to **Copper State Bcstg.**

Carolinas
$150,000.00

Consistently profitable property in a solid secondary market. Fine facility with top coverage. 29% down with reasonable terms on balance.

Florida
$75,000.00

An opportunity to obtain a growth facility in one of Florida's larger markets with a very low cash down payment and on the easiest terms. A deal for owner-operator.

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WASHINGTON, D. C.	ATLANTA	CHICAGO
James W. Blackburn	Clifford B. Marshall	H. W. Cassill
Jack V. Harvey	Stanley Whitaker	William B. Ryan
Washington Building	Healey Building	333 N. Michigan Avenue
STerling 3-4341	JAckson 5-1576	FInancial 6-6460

Corp. (Thomas J. Wallace, president); consideration $115,000. Announced Dec. 18.

KBTM-AM-FM Jonesboro, Ark.—Granted assignment of licenses from **Harold E.** and **Helen W. King** to **Alan G. Jr.** and **Matthew C. Patteson**, d/b as **Patteson Brothers**; consideration $110,000. Announced Dec. 18.

KROG Sonora, Calif.—Granted assignment of license to **John H.** and **Charlotte Robbins**; consideration $20,063. Announced Dec. 18.

WKEN Dover, Del.—Granted assignment of license to **Coastal Carolina Bcstg. Corp. (WMYB Myrtle Beach, S. C.,** and **James Olin Tice Jr.,** president, also has interests in **WJOT Lake City, S. C.,** and **WBLR Batesburg, S. C.**); consideration $35,000. Announced Dec. 18.

WROD Daytona Beach, Fla.—Granted transfer of control from **James S. Murphy** and **James F. McDonough** to **Radio of Daytona Inc. (Morton G. Bassett Jr.,** president, and James F. McDonough, vice pres.); consideration $145,000. Announced Dec. 18.

WHOO-AM-FM Orlando, Fla.—Granted assignment of licenses to **Brownstone Properties Inc. (Edwin B. Estabrook Jr.,** president); consideration $222,500 cash or $250,000 over 10-year period. Announced Dec. 18.

KLEE Ottumwa, Iowa—Granted transfer of control from **J. William O'Connor** and **Jack Lester** to **Carroll H. Marts**; consideration $57,000. Announced Dec. 18.

WCLD Cleveland, Miss.—Granted assignment of license to **Radio Cleveland Inc.** (J. B. Denton, president); consideration $40,000. Announced Dec. 18.

KOKO Warrensburg, Mo.—Granted assignment of license from **Lee E.** and **Jeanne F. Baker** to **Johnson County Bcstrs. Inc. (Leslie P. Ware,** president, interest in **KLPW Union,** and **KNIM Maryville,** both **Mo.**); consideration $23,500. Announced Dec. 18.

WMLV Millsville, N. J.—Granted transfer of control from **John H. Norris** to **Fred M. Wood,** et al.; consideration $10,000. Announced Dec. 18.

KMAM-AM (FM) Tularosa, N. M.—Granted assignment of cp for **KMAM** and license and cp (to move from **Mountain Park** to **Tularosa**) for **KMFM (FM)** to **Tularosa Bcstg. Corp. (M. I. Rothman,** president); consideration $20,500. Dec. 18.

WAND Canton, Ohio—Granted assignment of license to **Dover Bcstg. Co. Inc. (WJER Dover, Ohio,** and **WAJR-AM-FM Morgantown, W. Va.**); consideration $150,000. Commissioner Bartley voted for a 309 (b) letter. Announced Dec. 18.

WKOV Wellston, Ohio—Granted transfer of control from **Dexter Parks Robinson** to **The Court House Bcstg. Co. (WCHO Washington Court House, Ohio)**; consideration $32,000. Commissioner Bartley voted for a 309 (b) letter. Announced Dec. 18.

KYNG Coos Bay, Oreg.—Granted assignment of license from **Harold C. Singleton** and **Walter N. Nelskog** to **KYNG Radio Inc. (Phillip F. Waters, president)**; consideration $70,000. Announced Dec. 18.

WPCC Clinton, S. C.—Granted assignment of cp from **J. D. Brinkley, Sr.,** et al. to **Radio Station WPCC Inc.**; stock transaction. Announced Dec. 18.

WCOS-AM-FM Columbia, S. C.—Granted (1) assignment of license to **WCOS Inc. (George H. Buck, Jr.,** president, interest in **WJNO West Palm Beach, Fla.**); consideration $107,500; and (2) renewal of license. Announced Dec. 18.

WNIX Springfield, Vt.—Granted transfer of control from **Twin State Bcstrs. Inc.,** and **E. Dean Finney** to **Carlo F.** and **Elizabeth L. Zezza**; consideration $14,868 plus assumption of $41,763 obligation to Twin State. Announced Dec. 18.

KGA Spokane, Wash.—Granted assignment of license to **Gran Bcstg. Co. (L. F. Gran,** president); consideration $250,000. Announced Dec. 18.

APPLICATIONS

KHUM Eureka, Calif.—Seeks assignment of license from **Carroll R. Hauser** to **Eureka Bcstg. Co.** for $163,750. Eureka Bcstg. is owned by **Wendell Adams** and **H. G. Fearnhead** (each 50%). Mr. Adams is director of radio, **Wm. Esty Co.** Mr. Fearnhead is vice president and general manager of **WINS New York, N. Y.** Announced Dec. 18.

KMOR Oroville, Calif.—Seeks transfer of control of licensee corp. **(Oroville Bcstrs.)** from **Raymond D. Vargas, James R. Bird, Orla St. Clair** and **Alan B. Bowles** to **John L. Breece** for approximately $11,234. Mr. Breece is president and one-third owner of **KOVE Lander, Wyo.** Announced Dec. 5.

WYZE Atlanta, Ga.—Seeks acquisition of positive control of licensee corp. **(Atlanta Bcstg. Co.)** by **George C. Nicholson** and **Chester H. Jones** (by business privity) through purchase of stock from **Henry W. Lanham** and **Bill R. McRae** in satisfaction of Messrs. Lanham and McRae's indebtedness. Announced Dec. 12.

KASI Ames, Iowa—Seeks assignment of license from **Ames Bcstg. Co.** to **William M. Evans** for $57,000. Mr. Evans is employed by **WIND Chicago, Ill.** Announced Dec. 16.

KFAD Fairfield, Iowa—Seeks assignment of license from **Hiawatha Bcstg. Inc.** to **Broadcasting Engineering Services Inc.** for $24,700. Broadcasting Services Inc. is owned by **Burlington Bcstg. Co.** of Burlington, Iowa (95%), and others. Burlington Bcstg. is 95% stockholder of **KBUR Burlington** and is owned by **Gerard B. McDermott** (see application for ch. 8 in Moline, Ill., by **Public Services Bcstg. Co.,** above). Announced Dec. 16.

KPLC-AM-TV Lake Charles, La.—Seeks assignment of license from **T. B. Lanford, L. M. Sepaugh, R. M. Dean** and **Viola Lipe Dean Trust,** a partnership, d/b as **Calcasieu Bcstg. Co.** to T. B. Lanford and Louis M. Sepaugh, d/b as Calcasieu Bcstg. Co. for $322,000. Announced Dec. 12.

WDAF-AM-TV Kansas City, Mo.—Seeks assignment of license from **The Kansas City Star Co.** to **National-Mo. T. V. Inc.** for $7,600,000. National-Mo. T. V. Inc. is owned by **National Television Investments Inc., Charles L. Glett,** president. Announced Dec. 12.

KUSN St. Joseph, Mo.—Seeks assignment of license from **Broadcast Group Inc.** to **KUSN Corp.** for $50,000. KUSN Corp. is owned by **Wyman N. Schnepp** (52%) and others. Mr. Schnepp in manager of **KWMT Fort Dodge, Iowa,** and is less than 25% owner of **KQUE Albuquerque, N. M.** Announced Dec. 5.

WOTW-AM-FM Nashua, N. H.—Seeks assignment of license from **Nashua Bcstg. Corp.** to **Gateway Bcstg. Corp.** for $155,000. Gateway Bcstg. is owned by **Theodore Feinstein** and **Gertrude Dane** (each 50%). Mr. Feinstein owns controlling stock in **WLYN Lynn, Mass., WTSA Brattleboro, Vt.,** and **WNBP Newburyport, Mass.** Gertrude Dane is housewife. Announced Dec. 11.

KPOJ-AM-FM Portland, Ore.—Seeks involuntary transfer of control of licensee corp. **(KPOJ Inc.)** from **Maria C. Jackson** to **David L. Davies** and **The U. S. National Bank of Portland,** as executors of the estate of Maria C. Jackson, deceased. Announced Dec. 16.

WGPA-AM-FM Bethlehem, Pa.—Seeks acquisition of positive control of licensee corp. **(The Bethlehems' Globe Pub. Co.)** by **Mrs. Pauline Adams** through purchase of stock from **David Brillhart, Evelyn W. Brothers,** et al. by licensee corp. and retirement thereof. Announced Dec. 18.

WJOT Lake City, S. C.—Seeks transfer of control of licensee corp. **(Lake Bcstg. Corp.)** from **Harry B. Clark, Marjorie R. Clark, James Olin Tice Jr., James Olin Tice Sr.** and **Frances M. Tice** to **John A. Dowdy** and **Charles W. Dowdy** for $49,731. Charles Dowdy is owner of **WLBG Laurens, S. C.** John Dowdy is owner of **WMGR Bainbridge, Ga.** Announced Dec. 16.

KSUB Cedar City, Utah—Seeks transfer of control of licensee corp. **(Southern Utah Bcstg. Co.)** from **Durham Morris, W. Arthur Jones, Lanell N. Lunt** and **Lorin C. Miles** to **Beehive Telecasting Corp.** for $65,415. Beehive Telecasting is owned by **Samuel B. Nissley,** president (24%), who is steel plant supervisor, **Robert W. Hughes** (20%), who is attorney, and others. Beehive Telecasting was granted a cp for ch. 11 in **Provo, Utah,** Dec. 11 [FOR THE RECORD, Dec. 16]. Announced Dec. 16.

KRIV Camas, Wash.—Seeks assignment of license from **Gene R. Johnsick** and **Donald R. Nelson** d/b as **Camas-Washougal Radio** to **Wm. B. Murphy** and **Cathryn C. Murphy** for $40,000, less indebtedness assumed by assignee. Wm. Murphy is general manager of **KANN Sinton, Tex. Cathryn Murphy** has been news commentator, **WKRS Waukegon, Ill.** The Murphys had a 50% interest in **WGMA Hollywood, Fla.** Announced Dec. 11.

WRFW Eau Claire, Wis.—Seeks transfer of control of licensee corp. **(Chippewa Valley Radio and Television Corp.)** from **Keith Werner** to **Harry S. Hyett, G. LaVerne Flambo, W. John Grandy, Odin S. Ramsland** and **Dorothy E. LeMasurier** for $30,000, less oustanding debts of licensee corp. New owners will each own one-fifth. Mr. Hyett is in business for himself. Mr. Grandy is general sales manager of **KDAL-TV Duluth, Minn.,** Dorothy LeMasurier is president of KDAL-AM-TV. Mr. Ramsland is general manager of KDAL-AM-TV. Mr. Flambo is 99.1% owner of **WQUA Moline, Ill.,** 90% owner of **WQUB Galesburg, Ill.** Announced Dec. 18.

Hearing Cases

FINAL DECISION

By order of Dec. 13, Commission made effective immediately initial decision of Nov. 8 and granted application of **Gold Coast Bcstrs.** for new am station to operate on 1470 kc, 5 kw DA, D, in **Pompano Beach, Fla.** Announced Dec. 16.

OTHER ACTIONS

By order of Dec. 18, Commission (1) denied petition by **Walter T. Caines** for reconsideration of Sept. 25 action staying effective date of grant of his application for new am station **(WGAV)** to operate on 1570 kc, 1 kw D, in **Amsterdam, N. Y.,** pending hearing and (2) granted motion of **Community Service Bcstg. Corp. (WCSS)** Amsterdam, protestant, to strike Gaines supplemental petition. Announced Dec. 18.

By order of Dec. 18, Commission (1) affirmed examiner's rulings allowing amendments of financial showing in application of **Town and Country Radio Inc.,** for new am station to operate on 1150 kc, 500 w DA-D, in **Rockford, Ill.,** and (2) denied appeal and supplement by **Plough Bcstg. Co. Inc. (WJJD) Chicago, Ill.,** for reversal of examiner's rulings. Announced Dec. 18.

Commission on Dec. 18 directed preparation of document looking toward denying protest by **Mid-Florida Radio Corp. (WLOF), Orlando, Fla.,** and affirming Feb. 6 grant of application of **Telrad Inc.,** for mod. of cp of station **WESH-TV** (ch. 2) **Daytona Beach, Fla.,** to move trans. to site about 25 miles from Daytona Beach in direc-

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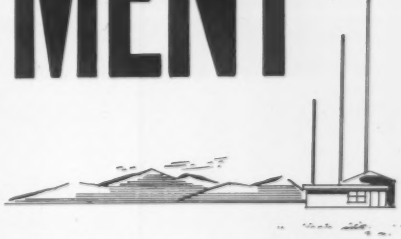

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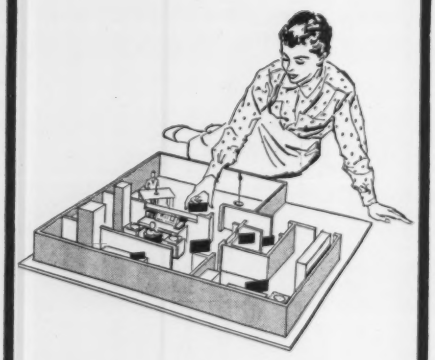

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tion of Orlando and increase ERP to 100 kw vis. and 60.3 kw aur. and ant. height to 940 ft.

ORAL ARGUMENTS SCHEDULED

Commission on Dec. 18 scheduled following tv proceedings for oral argument on Jan 21:

WJR, The Goodwill Station Inc., Trebit Corp., and **W. S. Butterfield Theatres Inc.,** applicants for ch. 12 in **Flint, Mich.**

Midwestern Bcstg. Co. and **Straits Bcstg. Co.,** applicants for ch. 4 in **Cheboygan, Mich.**

NARBA Notification

List of changes, proposed changes, and corrections in assignment of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement Engineering meeting, Jan. 30, 1941.

CANADIAN

560 kc

Corner Brook, Newfoundland—1 kw DA-N, unl., Class III. Delete assignment. New

CFOS Owen Sound, Ont.—1 kw DA-2, unl., Class III. EIO 9-15-58.

910 kc

Drumheller, Alberta—1 kw DA-1, unl., Class III. EIO 10-15-58. New.

1050 kc

CHUM Toronto, Ont.—5 kw D 2.5 kw N, DA-1, unl., Class II. EIO 10-15-58 (PO: 1050 kc 2.5 kw DA-1 II).

1230 kc

Schefferville, P. Q.—0.25 kw ND, unl., Class IV. EIO 10-15-58 (54° 47' 15" N., 66° 49' 20" W.). New.

1390 kc

CKLN Nelson, B. C.—1 kw DA-1, unl., Class III. EIO 10-15-58 (PO: 1240 kc, 0.25 kw ND IV).

1430 kc

CJOY Guelph, Ont.—5 kw DA-1, unl., Class III. EIO 10-15-58 (PO: 1450 kc, 0.25 kw ND IV).

1440 kc

Kitimat, B. C.—1 kw ND, unl., Class III. EIO 10-15-58 (54° 02' 04" N., 128° 38' 19" W.). New.

Routine Roundup

ACTIONS BY FCC

By memorandum opinion and order, Commission granted protest by **KISD Inc. (KISD), Sioux Falls, S. D.,** to extent of postponing effective date of Oct. 30 grant of transfer of control of **Ware Bcstg. Corp. (KIHO),** Sioux Falls, from **James A. Saunders** to **William F. Johns Jr.,** pending final determination in evidentiary hearing; made KISD party to proceeding; and ordered parties to set aside transfer of control consummated by them within 30 days from order. Announced Dec. 18.

By order, granted petition of **Lion Bcstg. Co.,** applicant for new am station to operate on 1510 kc, 1 kw DA-1 unl., in **Dover, N. J.,** to extent that, on Commission's own motion, hearing record on applications of **Perth Amboy Bcstg. Co., Perth Amboy, N. J.,** and **Union Bcstg. Co., Elizabeth, N. J.,** both for new am stations to operate on 1510 kc, 250 w D, is set aside, and applications are removed from hearing docket and returned to processing line, and Lion's petition is denied in all other respects. Announced Dec. 18.

By memorandum opinion and order, denied petition of **Supreme Bcstg. Co. (WJMR-TV** ch. 20, and experimental tv station **KK2XFW** ch. 12) **New Orleans, La.,** for reconsideration of Oct. 14 grant of license application of **Capitol Bcstg. Co. (WJTV** ch. 12) **Jackson, Miss.,** and either set aside said grant or attach condition thereto, specifying that grant is without prejudice to any action that may be taken as result of current proceeding involving possible mod. of Capitol's authorization for station WJTV. Announced Dec. 18.

PETITIONS FOR RULE-MAKING FILED

The Washington Post Co., WTOP Washington, D. C.—Petition requesting institution of rule making so as to delete ch. 8 from **Selma, Ala.,** and reassign same to **Birmingham, Ala.** Petition proposes that Commission should also provide for termination of **Deep South's** authorization for ch. 8 at **Selma,** or if no such provision is made, to require Deep South to show cause why its existing authorization for ch. 8 should not be modified to specify operation on ch. 58—or some other channel—in Selma. Announced Dec. 13.

Central South Sales Co., KATV (TV) Pine Bluff, Ark.—Petition requesting rule making so as to move allocation of ch. 7 from **Pine Bluff** to **Little Rock, Ark.,** and to add vhf ch. 9 to Pine Bluff by removing it from **Hot Springs.** Announced Dec. 13

PETITIONS FOR RULE-MAKING DENIED

Wm. Penn Broadcasting Co., WPEN-FM Philadelphia, Pa.—*Petition requesting amendment of rules so that fm stations engaged in specialized services may broadcast on multiplex basis if they wish, but shall not be required to do so. Announced Dec. 13.

FM Broadcasters Inc., tr/as **Market-Casters, Seattle, Wash.**—*Petition requesting amendment of rules by eliminating mandatory requirement that stations engaged in "storecasting" and other specialized services must do so on multiplex basis. Announced Dec. 13.

WBFM Inc., WBFM New York, N. Y.—*Petition requesting amendment of rules so as to provide that fm stations may employ multiplex channels for background services or, in alternative, continue to utilize main channel. Announced Dec. 13.

King Broadcasting Co., KING-FM Seattle, Wash.—*Petition requesting postponement of effective date of Sec. 3.293 for period of not less than six months from Jan. 1, 1958, or, in alternative, to grant petitioner waiver of multiplexing requirement, to continue its simplex operation for six-month period. Announced Dec. 13.

Capital Broadcasting Co., WNAV-FM Annapolis, Md.—*Petition requesting amendment of rules by extending time for compliance for additional period of six months ending July 1, 1958, and for such other relief as may be necessary to permit fm stations to continue their present operations until they are able to convert to multiplex operations; or, in alternative, to grant petitioner a waiver under same terms and conditions. Announced Dec. 13.

North Shore Broadcasting Co., WEAW-FM Evanston, Ill.—*Petition requesting amendment of rules so as to provide for issuance of subsidiary communications authorizations on simplex basis to expire July 1, 1958, and for such other relief as may be necessary to permit fm stations to continue their present "storecasting" operations until such time as they are able to convert to multiplex operations, or, in alternative, to grant petitioner waiver of requirements of Sec. 3.293 under the same terms and conditions. Announced Dec. 13.

The Silver City Crystal Co. Inc., WMMW-FM Meriden, Conn.—*(Same as above).

Robert P. Adams, et al., KUTE-FM Glendale, Calif.—*Request to change provision that requires that subsidiary communications authorization convert their simplex operations to multiplex by 7-1-57 and to provide for issuance of SCA's to expire on 7-1-58 and for such other relief as may be necessary to permit fm stations to continue their operations on simplex basis until such time as they are able to convert to multiplex operations. Announced Dec. 13.

* Denied by report and order 12-5-57.

ACTIONS ON MOTIONS

On petition by **Community Bcstrs. Assn Inc.,** Commission on Dec. 10 granted extension of

continued on page 94

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CHICAGO	35 East Wacker Dr.	RAndolph 6-6760
DENVER	1700 Broadway	Acoma 2-3623

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- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

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If you are a salesman or announcer and feel you are ready for a big market like Washington, D. C., contact WEAM, Arlington, Va.

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Eastern chain has new station under construction. **Needs assistant station** manager immediately. **Eventually promotion to manager.** Applicant **must have several years** announcing experience, **sales experience,** must be married, must have car. **Send tape, resume and photo. Box 157C, BROADCASTING.**

Station manager. New, well-equipped central Kentucky station. Must have proven executive and sales abilities supported by record of past performance and references. Box 352C, BROADCASTING.

Station manager for mid south radio station. Salary and commission depends on ability and experience. Send picture and resume with first letter. All replies are confidential. Box 418C, BROADCASTING.

Sales

Salesman: Experienced, aggressive man can earn $10,000 plus in this competitive Connecticut market. 5,000 watt fulltime independent station has immediate opening for real plugger. $100.00 draw against 20% commission. Send complete resume. Box 427C, BROADCASTING.

Announcer-salesman wanted. Good salary for announcing shift, 15% sales commission. Located in South Carolina town of 25,000. Box 439C, BROADCASTING.

$7000-$9000 first year potential for experienced, dependable man to take over established sales opening in substantial Ohio market. Liberal guarantee plus 15 percent. References and present billing required. Position available January 1, 1958. Box 455C, BROADCASTING.

Announcer-salesman, emphasis sales. Good opportunity for competent man. Start $95 plus percentage. Single station market. Box 465C, BROADCASTING.

Sales manager. Good small market. Unusual compensation if you are selected: Based on complete station gross including national, regional and local: To $6,000 month $600 guarantee: on 6500-$615; on 7500-$880; on 8500-$1075; on 9500-$1225; on 10,500-$1690. Sales manager hires and pays salesman. Station pays first $300 on first salesman and first $200 on each salesman after first man. This is a responsible and good paying job. Don't waste my or your time if you can't measure up. All replies will be answered. For complete details write and send full resume to Box 475C, BROADCASTING.

The man we want is young, absolutely reliable, and capable of becoming sales manager for a very good small market station. He must have at least two years of sales experience and understand that his compensation is related to his own efforts. For such a man we have a very good proposition. Write for full particulars to Dick Vick, KGEZ, Kalispell, Montana.

Dependable sales manager for progressive Texomaland market. Salary, commission, over-ride. Some air and mobile news work available. Furnish full information first contact. Randall McCarrell, KTAN, Sherman, Texas.

Reliable salesmen-announcers wanted for midwest station group. Good pay, opportunities. Bill Tedrick, KWRT, Boonville, Missouri.

Top sales opportunity for experienced self-starter to become sales manager in 150,000 market. WKLZ, Kalamazoo.

Help Wanted—(Cont'd)

Announcers

Combo news-staff man with emphasis on news in depth. Permanent berth in major Ohio metropolitan market to man who can cut the mustard. Starting salary commensurate with experience and ability. Send resume, photo, tape and other pertinent information first letter. Box 197C, BROADCASTING.

Good dependable combination man, southern market. Write Box 234C, BROADCASTING.

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 337C, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 338C, BROADCASTING.

Announcer for progressive independent in northern vacationland. No floaters. Send tape and background immediately. Box 366C, BROADCASTING.

Western Virginia daytimer needs capable announcer with first ticket. $85.00 per week or better, depending on experience. Box 385C, BROADCASTING.

Announcer-first class engineer or a salesman-first class engineer for northeastern station. Pleasant working conditions, vacation arrangement. Box 390C, BROADCASTING.

Staff announcer 250 watt network station wanted. Send complete details including salary expected. Tape, etc., will be returned. Box 437C, BROADCASTING.

Experienced negro personality dj for Chicago. Top salary for right man. Send background, photo and brief taped sampling of news, dj and commercial ability at once, special delivery. Box 443C, BROADCASTING.

Opening for aggressive, bright, dj-announcer in southwest. Starting salary $90.00 per week. Will go $100.00 for combo. If interested, send audition and full particulars to Box 448C, BROADCASTING.

$90.00 per week start. Montana news music operation has opening for dj. Outline experience. Tape if possible. Box 453C, BROADCASTING.

Announcer wanted, must be strong on news and good pop dj. Good hours, good pay and pleasant working conditions. Send tape, picture and resume. Box 461C, BROADCASTING.

Florida, south coast. Aggressive independent needs personality pop-dj. Send tape, resume, references. $100 week to start. Box 468C, BROADCASTING.

Work in successful station with excellent facilities, congenial staff, and good opportunities. If you have pleasant voice, and good delivery, send resume to Box 470C, BROADCASTING.

Morning man, to run the morning show of a western Pennsylvania established station. Must be experienced, have imagination and do a smooth running show. Board experience necessary. $75 for 40 hour week. Send tape and references. Box 471C, BROADCASTING.

Need immediately, combo play-by-play and top dj for central-Kansas outstanding 1000 watt town of 42,000 you'll like. Sports include origination 117 basketball games, 15 football plus national Juco, Big 8 and regional tournies. Air mail complete background, photo, taped commercials, music, ad-libs and news, play-by-play tapes required. J. D. Hill, KWHK, Hutchinson, Kansas.

Help Wanted—(Cont'd)

Announcers

Announcer, experienced in all phases for 5000 watt regional. $75.00 starting salary. Contact Manager, WCOJ, Coatesville, Penna.

Washington area's top rated independent needs announcer strong on commercials. No personalities, 5,000 watts, 24 hours a day. The new WEAM, Arlington, Virginia.

Night man must read, ad lib and know music. Salary open. WFTR, Front Royal, Va. 750.

Staff announcer, experienced. Send tape, photo and resume to WKBC, North Wilkesboro, N. C.

Wanted at once one good announcer with 1st class ticket and maintenance experience. Must be clean cut and reliable. Send audition and full details to Bill Stewart, WPBC, Minneapolis.

Experienced versatile announcer who knows popular music for Washington, D. C. area independent. Send resume, tape and photo to Jack Moran, WPIK, Alexandria, Virginia.

Announcer. Good working conditions, effective January 6th. Rush letter and tape to WSYL, Sylvania, Georgia.

Technical

Chief engineer, operations manager for suburban metropolitan station in midwest. Responsible for maintenance with complete supervision of strict announcing and operating procedures. Must be energetic, able to handle personnel, reliable. Salary $120.00 plus, dependent upon experience and ability. Box 396C, BROADCASTING.

Wanted, chief engineer. Must be experienced and have first class license. Send photo and resume. Box 397C, BROADCASTING.

Need 1st class engineer for combined am-fm-tv operations in mid-western city of 60,000 pop. Prefer man with some broadcast experience. Send resume, photo 1st letter. Box 421C, BROADCASTING.

Radio station near Atlanta has immediate opening for combination engineer-announcer. Must have FCC commercial first radio-telephone license. Above average salary, vacation policy, and other benefits. Excellent opportunity for advancement. Box 423C, BROADCASTING.

Combination engineer-announcer for small town southeastern 1000 watt station. Long experience not essential, good character is. Tape, photo and detailed resume with first letter to Box 432C, BROADCASTING.

Excellent job open for good combo announcer-engoneer. Send complete details including audition tape which will be returned. Job pays $100 weekly. Box 438C, BROADCASTING.

Chief engineer with good voice for 1000 watt western station. Fine market and living conditions—$500 per month. Send tape, complete information to Box 452C, BROADCASTING.

Wanted: first phone engineer-announcer in north Jersey area. Box 467C, BROADCASTING.

Chief engineer, with announcing experience for remote operation. Send qualifications, short audition tape, salary expected. Socs Vratis, KOLE, Port Arthur, Texas.

Engineer: First phone immediately, experience desired but not essential. Send complete resume and salary requirements to C. E. WLAP, Lexington, Kentucky.

Chief engineer. Announcing helpful, but not necessary! Top pay for the right man. Southeast. Immediate opening. WLAS, Jacksonville, N. C.

Production-Programming, Others

Wanted, experienced newsman-announcer. Send photo, tape and resume. Box 398C, BROADCASTING.

Know a good copywriter? Tell her (or him) to contact Box 342C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

News man who likes and knows news. Must be qualified to handle remote car. Midwest network radio-tv station in heart of resort country. Send full background to Box 469C, BROADCASTING.

Continuity writer experienced in straight production, copy, good typist. Prefer man. Immediate opening. Call collect, Easton, Pa., 6155, Art Burns, WEEX.

RADIO

Situations Wanted

Management

Recently sold my station after ten years of profitable operation. Ready to bring you a most thorough and comprehensive knowledge of the broadcasting business, all phases. Married, family, 37 years old, available February. Looking for community with a future. Box 224C, BROADCASTING.

General manager available sometime in January. Family man with good references, and solid experience. Best terms present company as general manager. Leaving for best offer that brings advancement in my profession. Records and personal meeting will indicate I'm an excellent bet for a progressive radio operation. Box 405C, BROADCASTING.

Presently general manager of 3 radio stations. Have opportunity to sell my interest at a profit. Will be available February 15. 13 years experience in announcing, news, sales and management. Box 422C, BROADCASTING.

Sales

Cut expenses! Experienced, aggressive salesman seeks permanent "home-marriage" to good station. Writes continuity; vivid imagination for merchandising, promotion. Handle agency correspondence, traffic intelligently. $75.00 weekly plus work out minority stock. Or??? any proposition, location considered. Box 424C, BROADCASTING.

Energetic salesman, looking for opportunity. Best references from present employer. Jeff Guier, WBEX, Chillicothe, Ohio.

Announcers

Basketball announcer, 7 years experience. Finest of references. Excellent voice. Box 898B, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel, gimmicks, and sales. Box 204C, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 205C, BROADCASTING.

Sportscaster desires good sports station with emphasis on baseball, basketball, football. Presently employed in midwest. Box 354C, BROADCASTING.

Country dj, announcer. Guitar. Third. Thoroughly experienced. Available January. Box 358C, BROADCASTING.

Deep, friendly voice. 4 years staff announcing experience. Prefer midwest. $90 minimum. Box 367C, BROADCASTING.

Top personality discomedian, 36, family-man. Production-minded, audience-builder, 14 years radio, 2 years tv. Proven ratings, sell-ability, thrive on competition. Doing highly-successful, all-sponsored, all-nite show in top major market. Want back mornings-days and out of "jukebox" station. $200 per week. Tapes, brochures, best references. Box 379C, BROADCASTING.

Looking for announcer that sells hard; sells soft when needed, understands value of personality in radio and tv shows? I'm your man. Will work hard for station with opportunities. Western U. S. preferred. Box 404C, BROADCASTING.

Announcer-engineer, routine maintenance, copy and sales. 2½ years experience. Florida only. Box 416C, BROADCASTING.

Eleven years experience, 8½ present job. Old established 10 kw CBS outlet. Ready for big move. Box 419C, BROADCASTING.

Radio school graduate, 27, married, ambitious. DJ, news, runs own board. 7 years selling background. Tape available. Box 425C, BROADCASTING.

Pops-standards deejay or r & b. Newscaster. Large or small market. Minimum depends on living cost. Experienced, will travel. Negro, absolutely no accent. Box 430C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcer

Announcer! Want an announcer with experience who can adjust to station procedure, combo, is production minded, go anywhere? Presently employed. Box 431C, BROADCASTING.

Experienced mature announcer-personality dj, desires permanent position with emphasis on announcing and opportunity of learning practical side of engineering. First phone, news, sports (play-by-play and color). Have done sales, programming and copywriting. Some television experience. Veteran, single, 26, available after first of year. Go anywhere. Box 426C, BROADCASTING.

Hillbilly dj, newsman, 6 years experience. Presently employed, $100 minimum, 44 hours. Photo, tape. Box 428C, BROADCASTING.

Negro team-husband and wife. Sure-fire puller with services and gimmicks. Ready to make money for you. Box 435C, BROADCASTING.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 436C, BROADCASTING.

Dj-staff. 2 years experience. Just out of Army. Seek northeast, east. Will consider others. Box 442C, BROADCASTING.

Country music deejay. First phone, no maintenance. Six years experience. Will do some popular music. Box 449C, BROADCASTING.

Announcer, 8 months experience, 23 years old, married veteran, commercials, news, dj-sports. Box 454C, BROADCASTING.

Disc-jockey, announcer, 5 years experience, excellent-friendly voice, restricted ticket, wishes to locate in Florida. Excellent references, superb credit, photo, tape, resume on request. Box 456C, BROADCASTING.

DJ, three years experience, knows music, programming, good commercials. Family. Box 457C, BROADCASTING.

Top dj-news. I want to spin jazz. Ambitious and anxious. Married, 27, experienced. Tape and resume. Box 459C, BROADCASTING.

Southern Califorina only: DJ-five years in major New York state markets, good voice, strong ad-lib, news, tight production record cues, run board, remotes and record hops. Tape, photo, resume available. Box 462C, BROADCASTING.

11 years broadcast experience, last six years in present position. Top news delivery and announcing. Married, family, excellent references including present employer. Available immediately. Box 466C, BROADCASTING.

Versatile announcer-musician. Excellent knowledge good music, operate console, strong on news-commercials. Capable writer. Married. Box 473C, BROADCASTING.

DJ-announcer. Strong on commercials, music, news, continuity. Graduate B.C.A. Radio School. Combo and commercial announcing experience. Location open. Tape available. Box 474C, BROADCASTING.

DJ staff announcer 5 years, 27 family man, knows music inside out, desires day shift in Florida or far west, third ticket. Box 476C, BROADCASTING.

Negro dj. Four years experience. Sponsorship and audience builder, for competitive market. Top rated shows. Box 478C, BROADCASTING.

Presently employed morning dj. Gather, write, air local news. Telephone quiz and feature shows. Strong commercials, college degree radio-television communications. Nick Alexander, WCIL, Carbondale, Illinois.

Excellent dj. Know music. Good commercial delivery. Sports announcing; newscasting. College graduate. Previously with 5000 watt Mutual affiliate. Prefer Chicagoland area. Age 25. Don Baskin, 5000 East End, Chicago.

Announcer, 3 years experience, seeks position upper midwest. Prefer live audition. F. Kuhl, 20 North Franklin St., Madison, Wisconsin.

Technical

Experienced graduate engineer-announcer overseas or state side. Box 403C, BROADCASTING.

Chief engineer, competent, experienced, construction, maintenance, directionals. Seeking permanency. Will consider short announcing shift. Married, sober, dependable. Available during January. Box 429C, BROADCASTING.

Announcer-engineer desires job in Wisconsin or midwest. Versatile, references. Know music, maintenance, repairs. Will try sales. Box 463C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Technical

1st class engineer-announcer. 10 years experience all phases. Sober, dependable. $115.00 minimum. Box 472C, BROADCASTING.

California, Frisco area-combo. Single, 25, exempt, car. Experience: 250-5000 watt, directionals and fm, consider tv. After February first. Box 477C, BROADCASTING.

1st phone, ten years experience, directionals, some tv and fm experience. P. O. Box 8123-F, Atlanta 6, Georgia.

Production-Programming, Others

Newsman, 7 years radio-newspaper experience; seeks metropolitan market, prefers east; accurate, fast coverage, professional air delivery; best references; car. Box 282C, BROADCASTING.

Sports director, salesman, announcer, qualified to manage, 8 years experience radio and tv. Box 357C, BROADCASTING.

Program director-news director. I have had wide experience in both fields with local stations, networks, agencies. May I send you my comprehensive professional resume? Box 408C, BROADCASTING.

Cameraman and photographer. Years of experience and owns own equipment. Box 433C, BROADCASTING.

Women's director, interviews, light news, music programming, music librarian. What can you use? All or any part or combination. Location open. Salary—livable. Future potential important. Box 445C, BROADCASTING.

Have camera-will travel. Newsfilm cameraman seeks permanent location. 4 years station and net experience, no floater, plenty references. Has own SOF equipment. Box 460C, BROADCASTING.

Attention midwest, eight years experience, with solid references. Have headed news department. Veteran with college. Single. Can operate board. Wants different location. Box 464C, BROADCASTING.

TELEVISION

Help Wanted

Management

Traffic manager wanted for top midwestern vhf. Experienced organizer who can take complete charge and operate traffic department smoothly. Please send qualifications Box 451C, BROADCASTING.

Sales

TV salesman who wants profitable opportunity to sell locally for fine ABC station that leads 3 vhf Wichita, Kansas market is welcome to submit confidential application stating all particulars, background, experience, income requirements, photo, etc. to Martin Umansky, KAKE-TV.

Announcers

Mature announcer, authoritative voice, special events experience, for vhf in important Texas market. Box 345C, BROADCASTING.

Expanding vhf television station needs experienced tv announcer or radio announcer with tv potential. Please send photo, tape and resume. Reply Box 407C, BROADCASTING.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Expansion of staff means opportunity for you to live and work at established vhf CBS affiliate in ideal climate of Colorado Springs. First class license and operating and maintenance experience in television or radio required. Starting salary $85.00 and up, depending on experience. Regular salary review. State experience, education, and furnish recent snapshot. H. C. Strang, Chief Engineer, KKTV, Colorado Springs, Colorado.

Engineer with 1st class ticket. TV control room operation experience, for combined studio and transmitter operation. KRDO-TV, Colorado Springs, Colorado.

TELEVISION

Help Wanted—(Cont'd)

Technical

Immediate opening for experienced tv engineer with progressive vhf station. Contact Chief Engineer, WJBF, Augusta, Georgia.

Want audio man who can do some announcing. Good opportunity for man who wants to learn other phases of television. Send resume to Chief Engineer, WKNO-TV, 268 Jefferson Ave., Memphis 3, Tennessee.

Production-Programming, Others

Experienced tv continuity writer. Top vhf network station in midwestern city of 300,000. Excellent opportunity for right man or woman to work with professional crew and talent in outstanding, completely equipped studios. Full resume, samples, salary requirements, photo requested. Box 339C, BROADCASTING.

Want to add to continuity department, one experienced tv copywriter for station in fastest growing market in southeast. Salary open, depending on abiliy and past experience. Send samples and background first letter to Richard A. Fennel, WRDW-TV, Augusta, Georgia.

Continuity chief—male. To take over management continuity department—midwest tv station medium market. Must be able to operate with minimum of supervision. Close cooperation with sales department and producers expected. Opening immediate. Send full details, including salary requirements, to Jack Klein, PO Box 470, Rockford, Illinois.

TELEVISION

Situations Wanted

Announcers

Experienced announcer, presently employed in radio, desires advancement to tv. Single, 27, veteran. Tape, resume available. Box 420C, BROADCASTING.

Able sports-staffer, play-by-play, good voice, now 11 months regional tv, 18 months Detroit radio. B.A., prefer west coast. Box 458C, BROADCASTING.

11 years broadcast experience, last six years in present position. Top news delivery and announcing. Married, family, excellent references including present employer. Available immediately. Box 466C. BROADCASTING.

FOR SALE

Stations

For sale: One kilowatt daytimer in good small market. $5,000 will handle. Box 440C, BROADCASTING.

Metropolitan area radio station, largest city in the south, first time offered. 5,000 watts. Outstanding potential. Terms to responsible persons. Write or wire Box 447C, BROADCASTING.

Georgia single station market, $42,000 total. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Southeast small market station, $75,000, $25,000 down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Suburban New York, $350,000, 29% down. Paul H. Chapman Company, 17 East 48th, New York.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Two Ampex model 350C with new guarantee; one with remote control. Both for $1750. Also new Ampex 612 Stereo playback with two 620 speaker amplifiers. $500.00 complete. Box 241C, BROADCASTING.

Four 50KVA, 60 cycle, single phase, air cooled transformers. Two primaries, 120/240 volts. Secondary 440/480 volts. Bargain. Box 324C, BROADCASTING.

Remote control system recently removed from service. Excellent condition. Receiver and amplifiers drive any make am monitors. Reasonable. Box 450C, BROADCASTING.

Western Electric 1-C frequency monitor and spare tubes. Also seven sets of Cannon Mike connectors. Make offer. P.O. Box 1306, Medford, Oregon.

FOR SALE—(Cont'd)

Equipment

For sale: 250 watt Gates fm transmitter, frequency monitor, frequency deviator, 200 feet Andrew coax cable and two bay antenna. Write KPOC, Pocahontas, Arkansas.

Responsible group interested in medium market station in Pennsylvania, Ohio, New York or Michigan. Will retain qualified personnel including manager. Box 479C, BROADCASTING.

50,000 watts am broadcast transmitter. Western Electric type 306B, Serial 101. Two year supply of tubes, $10,000. WJR, Detroit 2, Michigan, A. Friendenthal.

One, 250 watt RCA used transmitter, some age, but good working condition. Contact Charles M. Erhard, WPME, Punxsutawney, Pa., Telephone 1221.

For sale: Ampex 350, 3-052, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

Two RCA BTF-3 kw fm transmitters complete with spare tubes and monitoring equipment. Both in excellent condition. $5,000 each. Glenn Callison, Director of Engineering, The McLendon Corp., 2104 Jackson Street, Dallas, Texas.

WANTED TO BUY

Stations

Ad executive will invest up to $25,000 cash for semi active interest in radio or tv property. Box 434C, BROADCASTING.

Will furnish radio experience, substantial cash to large market station—north-east, southeast, California. Box 446C, BROADCASTING.

Equipment

Wanted—Used am transmitter, 10 kw. State make, model, condition, price. Box 444C, BROADCASTING.

Interested in purchasing a 3 kw or a 5 kw fm transmitter or a 5 kw fm amplifier which can be driven by a 1 kw RCA fm transmitter. E. Sonderling, WOPA, Oak Park, Illinois, Village 8-5760.

Wanted: RCA BC3B consolette and up to four (4) easy speed change turntables, such as RCA BQ-2B or Gates CB-150-160. Reply to Chief Engineer, WSBA, York, Pennsylvania.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11th St., N. W., Washington, D. C.

BUSINESS OPPORTUNITY

Community antenna tv service, the midwest. Mountain rec. site w/ constant, clear pictures! New eqpt! Dble shielded coxial cable. Min. outage! Broadcast poten! Ref. B 24348. Business Mart of America, 5723 Melrose Ave., L. A. 38, Calif.

Electronics manufacturing—SW Conn. 11 pat. pend. electronic components—no compet. 85 stock pcs used by lead. radio, tv mfg.-A/SFT. elim. eng. prod. costs. Estab. client. Plant loc. indus. cty. Full eqpt. RE opt. Est. $2,000,000 2 years. Ask $150,000 & %. B42845. Business Mart of America, 5723 Melrose Ave., L.A. 38, Calif.

MISCELLANEOUS

Will trade my well established $400,000 advertising business in Los Angeles (returning approximately $15,000 yearly) plus necessary cash for radio station located in the west. Box 360C, BROADCASTING.

For $25.00, you can sound brighter, sound alive, build a rating. We want repeat business, so $25.00 buys a complete new sound. Send basic information, call letters, etc. Satisfaction assured or money back. Write now Box 417C, BROADCASTING.

RADIO

Help Wanted

Sales

Excellent opportunity for top notch Sales Promotion man in major radio and TV market. Must be experienced in creative Sales Promotion techniques. This is a top job for the right man. Rush background material in confidence to

Box 215C, BROADCASTING

Announcers

MILKMAN WANTED

Metropolitan market in New England needs a hardy, happy, healthy, hard-hitting record rider for "Destination Dawn" Monday thru Saturday, Midnite to 6 A.M. Good salary plus commissions. Send tape, resume to

Box 415C, Broadcasting

Alert announcer who can pace a bright morning show. Work with an outstanding staff in a combination radio-tv operation; network operation in upper mid-west. Resort area. Excellent pay for the right man. We want a man with experience, ideas, and dependability. Send background, resume and tape to

Box 441C, BROADCASTING.

AIR SALESMAN!

Sacramento's top-rated music and news personality station wants to immediately contact a REALLY effective air salesman (D.J.), preferably with a first ticket. Excellent salary—fine earning opportunity—wonderful California community. Rush audition tape, photograph and past experience resume to Jack Lawson, Station KXOA, P. O. Box 3094, Sacramento 15, Calif.

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

EMPLOYMENT SERVICES

NORTH DAKOTA BROADCASTERS ASSOCIATION PLACEMENT SERVICE

Is available to you with no fee charged if you want employment in broadcasting, radio or TV in North Dakota. Write to Les Maupin, Secretary-Treasurer, PO Box 232, Minot, North Dakota.

FOR SALE

Equipment

FOR SALE—REASONABLE

Complete used equipment to set up

TV STATION—CHANNEL 9

All components—turntables to tower.
(Tower not included.)
P. O. Box 134, Erie, Penna.
Also all types Micro-Wave equip., new.

RADIO AND TELEVISION STATIONS YOUR SOURCE FOR: HIGH CONDUCTIVITY ELECTROLYTIC

Bonding copper strapping—.016" to .064" thick 1" to 12" widths
Copper ground wire—#8—#10—#12 gauge
Copper expanded screen mesh—.026" x 8' x 24'
Write for quotation—advise footage needed
J. L. Clark Metals Co. 2108 S. Ashland Ave.
Chicago 8, Ill. Haymarket 1-4533

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

Dollar

for

Dollar

you can't

beat a

classified ad

in getting

top-flight

personnel

FOR THE RECORD CONTINUED

continued from page 90

time for filing reply comments in matter of amendment of Part 3 of rules and technical standards concerning power limitation of Class IV am broadcast stations from Dec. 12 to Jan. 13, 1958.

By Chief Hearing Examiner James D. Cunningham on December 6

Ordered that hearings are scheduled to commence on dates shown in following proceedings: ch. 2 proceeding, **Terra Haute, Ind. (Wabash Valley Bcstg. Corp.**, et al.) et al., on Jan. 8, 1958; am application of **Baw Beese Bcstrs. Inc. (WBSE) Hillsdale, Mich.**, on Feb. 10, 1958.

By Hearing Examiner Herbert Sharfman on December 9

Issued memorandum of rulings in proceeding on applications of **Louisiana Purchase Co.**, for cp for new tv station to operate on ch. 2 in **St. Louis, Mo.**, and **Signal Hill Telecasting Corp.**, for mod. of cp to operate on ch. 2 in lieu of ch. 36 in St. Louis, granting request of Louisiana Purchase Co. for continuance to extent that hearing has been continued from Jan. 6 to Feb. 28, 1958, and otherwise denying its motion and supplement to motion, filed on Nov. 14 and Nov. 29; and scheduling a further prehearing conference for Jan. 10, 1958.

By FCC

On motion by **M & M Bcstg. Co. Inc., Marinette, Wis.**, Commission granted extension of time from Dec. 20 to Jan. 20, 1958 for filing comments and from Dec. 30 to Jan. 30 for filing reply comments in rulemaking proceedings involving **Marinette-Green Bay, Wis.** Action Dec. 13.

By Hearing Examiner Jay A. Kyle on Dec. 16

Granted petition of **Jay Sadow, Rossville, Ga.**, for leave to amend his am application to change ant. pattern from nondirectional array to directional array, thus eliminating objectionable interference to any existing station, allowed motion of the Broadcast Bureau to return application to processing line.

By Hearing Examiner Herbert Sharfman on December 13

Issued statement and order after prehearing conference in proceeding on application of **Sacramento Telecasters Inc. (KBET** ch. 10) **Sacramento, Calif.**; commencement of evidentiary hearings, which had been scheduled for Jan. 13, 1958, is continued to Jan. 16.

By Hearing Examiner H. Gifford Irion on December 11

On own motion, ordered that hearing scheduled for Dec. 19 is continued to Jan. 6, 1958, in proceeding on am applications of **Westbrook Bcstg. Co. Inc., Westbrook, Me.**, and **Sherwood J. Tarlow, Saco, Me.**

By Hearing Examiner J. D. Bond on December 12

Issued order after first prehearing conference re applications of **Oklahoma Television Corp.**, for new tv station to operate on ch. 12 in **New Orleans, La.**, and **Supreme Bcstg. Co. Inc., New Orleans**, for mod. of cp to change from ch. 20 to ch. 12; hearing scheduled for Jan. 6, 1958 is continued to a date to be fixed by subsequent order.

By Hearing Examiner Basil P. Cooper on dates shown

Issued order following first pre-hearing conference in proceeding on am application of **Greylock Bcstg. Co. (WBRK) Pittsfield, Mass.**; evidentiary hearing scheduled for Jan. 8, 1958 is continued to Jan. 20. Action Dec. 10.

Granted petition of **Pasadena Presbyterian Church, Pasadena, Calif.**, for continuance of date for prehearing conference now scheduled for Dec. 18 and date for commencement of the evidentiary hearing now scheduled for Jan. 2 to date to be announced later in proceeding on its fm application and that of **Armin H. Wittenberg Jr., Los Angeles, Calif.** Action Dec. 12.

Granted joint petition of **Birney Imes Jr. (WMOX) Meridian, Miss.**, and **Mississippi Bcstg. Co., Carthage, Miss.**, for further prehearing conference to be held on Jan. 8, 1958, and for continuance of evidentiary hearing from Jan. 6 to Jan. 14, 1958, in proceeding on their am applications. Action Dec. 12.

By Hearing Examiner Annie Neal Huntting on December 12

Granted petition of **Grady M. Sinyard, Fullerton, Ky.**, for leave to amend his am application to change frequency requested to 1010 kc and related engineering data application, as amended, is removed from hearing.

Ordered that hearing scheduled for Jan. 8, 1958 in re applications of **Wabash Valley Bcstg. Corp.**, et al., for new tv station to operate on ch. 2 in **Terre Haute, Ind.**, shall be prehearing conference rather than hearing session; hearing is rescheduled for Feb. 10.

By Hearing Examiner Charles J. Frederick on December 12

Granted motion of **Oregon Radio Inc., Salem, Oreg.**, for taking of administrative notice of certain documents in connection with its application for extension of time to complete construction of **KSLM-TV.**

By Hearing Examiner Elizabeth C. Smith on December 12

Issued order governing hearing re applications of **Fargo Telecasting Co.**, and **North Dakota Bcstg. Co. Inc.** for new tv stations to operate on ch. 11 in **Fargo, N. D.**; hearing is continued from Jan. 6 to Jan. 27, 1958.

By Chief Hearing Examiner James D. Cunningham on the dates shown

Ordered that hearings shall commence on Feb. 17, 1958 in following am proceedings: **Liberty Bcstg. Co., Liberty, Texas; Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo., et al.** Actions Dec. 13.

By Hearing Examiner H. Gifford Irion on December 16

By memorandum opinion and order, granted petition of **S. L. Goodman, Bassett, Va.**, for leave to amend his am application so as to specify frequency 900 kc in lieu of 1270 kc and application, as amended, is removed from hearing docket.

Granted petition of **Noble DeKalb Bcstg. Co., Inc., Kendallville, Ind.**, for leave to amend his am application to reflect change of ownership in applicant which was approved by Commission in granting two applications and to show licensee's balance sheet as of Aug. 31.

By Hearing Examiner Charles J. Frederick on the dates shown

Ordered that hearing record is closed re application of **Oregon Radio, Inc.**, for extension of time to complete construction of station **KSLM-TV Salem, Oreg.** Action Dec. 12.

Issued order following fourth prehearing conference in proceeding on am applications of **Enterprise Bcstg. Co., Fresno, Calif.**; hearing involving testimony of *lay witnesses* will commence at 2:00 p.m., on Dec. 20; that portion of hearing to be held on *engineering* phases of this proceeding will commence at 10:00 a.m., Jan. 27, 1958. Action Dec. 13.

By Hearing Examiner Hugh B. Hutchison on the dates shown

Granted motion of **WHAS Inc. (WHAS-TV** ch. 11), **Louisville, Ky.**, for continuance of hearing from Jan. 6, 1958 to March 19 in proceeding on its application for cp to change trans. and ant. location. Action Dec. 13.

Granted petition of **The Riverside Church of the City of New York, N. Y.**, insofar as it requests leave to amend its fm application to specify ERP of 20 kw instead of 30 kw. Action Dec. 16.

By Hearing Examiner Basil P. Cooper on December 13

Granted petition of **St. Anthony Television Corp.**, for leave to amend its application for new tv station to operate on ch. 11 in **Houma, La.**, to include as part of application two letters relating to financial proposal, which letters reflect purpose and intent to finance proposed construction in manner consistent with original proposal.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of December 13

KVIP Redding, Calif.—Granted mod. of cp to change ant. location approximately 1500 ft. N. W. of present site (no change in description).

KTAG-TV Lake Charles, La.—Granted extension of completion date to 7-9-58.

Actions of December 12

KVAS Astoria, Oreg.—Granted acquisition of negative control by **Tracy Moore, Tracy Moore, Jr.**, and **Jerome A. Moore** (a family group) through purchase of stock from **Albert L. Capstaff.**

Granted licenses for following am stations: **KPBA Pine Bluff, Ark.; KURA Moab, Utah; WDBM Statesville, N. C.**

WMOD Moundsville, W. Va.—Granted license covering installation of a new trans.

KVOC Casper, Wyo.—Granted license covering change of ant. trans. location and operate trans. by remote control.

WRXO Roxboro, N. C.—Granted license covering installation of new trans.

WRIV Riverhead, N. Y.—Granted license covering increase in power from 500 w to 1 kw and installation of new trans.

WESO Southbridge, Mass.—Granted license covering increase in power and installation of new trans.

KWRB-TV Rivertown, Wyo.—Granted mod. of cp to change type of ant.

WKTF Warrenton, Va.—Granted authority to operate trans. by remote control.

Actions of December 11

WCLE Cleveland, Tenn.—Granted assignment of license to **Southeastern Enterprises, Inc.**

KEAP Fresno, Calif.—Granted license for am station.

KOYL Odessa, Tex.—Granted license for am station.

Granted licenses for following tv translator stations: **K73AF Rawlins Bcstg. Co., Rawlins, Wyo.; K72AE Needles Community Television Club, Inc., Needles, Calif., Gas City, Ariz.; K71AH Salida tv translator Assn., Salida, Colo.**

KTOK Oklahoma City, Okla.—Granted cp to install new trans.

WSKP Miami, Fla.—Granted cp to install new

trans. as an alternate main trans. (main trans. location redescribed) and operate trans. by remote control.

WJLD Homewood, Ala.—Granted cp to install old main trans. as an aux. trans. at main trans. site.

KAPR Douglas, Ariz.—Granted mod. of cp to change studio location and operate trans. by remote control.

Following were granted extensions of completion dates as shown: **KATT Pittsburg, Calif.** to 2-28-58, conditions; **WHYL Carlisle, Pa.** to 6-30-58, conditions; **WBOY Clarksburg, W. Va.** to 3-1-58; conditions **WJDY Salisbury, Md.** to 3-31-58; conditions; **WAGE Leesburg, Va.** to 6-30-58, conditions; **WDTV Christiansted, V. I.** to 6-24-58, condition; **WARE Ware, Mass.** to 1-1-58, conditions; **WWHG Hornell, N. Y.** to 5-29-58; **KQXM Leslie Morgan Wills, Riverside, Calif.** to 2-1-58; **KGB-FM, KGB Inc., San Diego, Calif.** to 4-8-58; **KBCA Radio Beverly Hills, Beverly Hills, Calif.** to 3-31-58; **WRTC-FM, Trinity College Radio Station, Hartford, Conn.** to 2-1-58.

KXLY-TV Spokane, Wash.—Granted request to cancel outstanding construction permit which authorized changes in ant. system and other equipment.

WDLB-FM Marshfield, Wis.—Granted request to cancel license call letters deleted.

KFML-FM Denver, Colo.—Granted request to cancel subsidiary communications authorization.

Actions of December 10

KGW-AM-TV Portland, Oreg.—Granted assignment of licenses to **King Bcstg. Co.**

KUEQ Phoenix, Ariz.—Granted cp to replace expired cp for am station; conditions.

WCAR Detroit, Mich.—Granted cp to change nighttime trans. (same trans., to be used day and night).

WHK-FM Cleveland, Ohio—Granted cp to make change in ant. system (install new ant. below present fm ant.); conditions.

KCFM St. Louis, Mo.—Granted cp to replace permit (BPH-2178 for changes) which expired 11-4-57.

KFWB Hollywood, Calif.—Granted cp to install new aux. trans. and operate trans. by remote control **(Los Angeles, Calif.)**.

KBWD Brownwood, Tex.—Granted cp to install new trans. as an aux. trans. and install aux. ant. and ground system.

KNBY Newport, Ark.—Granted cp to install new trans.

KITO San Bernardino, Calif—Granted cp to install new trans.

KHMO Hannibal, Mo.—Granted cp to change type trans. and change studio location.

KXLJ Helena, Mont.—Granted cp to change type trans. studio location and operate trans. by remote control.

KOWL Bijou, Calif.—Granted mod. of license to change studio location to **U. S. Highway, 89 & 10th St., Tahoe Valley, Calif.**, and operate trans. by remote control.

KFKF Bellevue, Wash.—Granted mod. of cp to change type trans., move ant.-trans. 155' east (same description) and specify studio location (trans. location); conditions.

WHEY Millington, Tenn.—Granted mod. of cp to change ant.-trans. location and type trans.

WAUC Wauchula, Fla.—Granted mod. of cp to change type trans.; conditions.

Following were granted extensions of completion dates as shown: **KNAC-TV Fort Smith, Ark.** to 6-18-58; **KDAY Santa Monica, Calif.** to 6-10-58; **WDXR Paducah, Ky.** to 1-2-58, conditions; **WMDF Mount Dora, Fla.** to 1-15-58, conditions; **WHLI Hempstead, N. Y.** to 3-1-58, conditions; **WEBB Baltimore, Md.** to 2-25-58, conditions; **WPGC Morningside, Md.** to 3-20-58, conditions; **WIUS Virgin Islands Bcstg. System, Christiansted, V. I.** to 6-24-58; **KDBX, WHM Bcstg. Co., Los Angeles, Calif.** to 6-31-58; **KPSR, Richard T. Sampson, Palm Springs, Calif.** to 5-18-58.

KMOR Oroville, Calif.—Granted authority to remain silent for an additional thirty days from Dec. 2, 1957 for purpose of completion of application of transfer to **John L. Breece.**

WBAA Lafayette, Ind.—Granted authority to remain silent on Christmas Day, Dec. 25, 1957 and New Year's Day, Jan. 1, 1958.

Actions of December 9

WNBP Newburyport, Mass.—Granted assignment of license to **Tri-City Bcstg. Co. Inc.**

KOKY Little Rock, Ark.—Granted assignment of license and cp to **Ebony Radio of Arkansas, Inc.**

KHOF Los Angeles, Calif.—Granted cp to replace 6 bay ring-type fm ant. with 10 bay ring-type fm ant., change ant. height to 240 ft., operate trans. by remote control and waived rules to permit the station location to be designated as Los Angeles, Calif. but with main studio location at **1120 S. Adams, Glendale, Calif.**

WFSU-FM Tallahassee, Fla.—Granted cp to change type trans., increase tower height and change type tower, make changes in ant. system and operate trans. by remote control, ant. 205 ft.; condition.

WDCR Hanover, N. H.—Granted mod. of cp to change type trans.

Following were granted extensions of completion dates as shown: **WYZZ, Richard G. Evans, Wilkes-Barre, Pa.** to 6-8-58; **K75AA, Manson Community TV Co. Inc., Manson, Wash.** to 2-1-58.

Actions of December 6

WISK St. Paul, Minn.—Granted mod. of cp to change studio location (same as trans.); make changes in DA system (two additional towers) and changes in ground system; condition.

KCMK Kansas City, Mo.—Granted authority to operate trans. by remote control.

KBAS-TV Ephrata, Wash.—Application for extension of completion date dismissed.

License Renewals

Granted renewal of license of following stations: **WUNC-FM (ED), WUNC-TV (ED) Chapel Hill, N. C.; WYOU Newport News, Va.; WWOK Charlotte, N. C.; WGCD Chester, S. C.; WFMC Goldsboro, N. C.**

WPTR Albany, N. Y.—This action is without prejudice to whatever action, if any, Commission may deem appropriate at such time as presently pending anti-trust contempt proceedings involving **Schine Chain Theatres Inc. (United States of America vs. Schine Chain Theatres Inc., et al.)** may be terminated.

UPCOMING

January

Jan. 11-15: 41st annual convention, National Automobile Dealers Assn., Miami Beach Auditorium.

Jan. 13-14: CBS-TV affiliates, Shoreham Hotel, Washington, D. C.

Jan. 17-19: Advertising Assn. of the West, midwinter conference, Hotel del Coronado, San Diego.

Jan. 22-24: NARTB, combined boards, Camelback Inn, Phoenix, Ariz.

Jan. 24-26: American Women in Radio & Tv, annual Sight and Sound Seminar, Hotel Biltmore, Palm Beach, Fla.

Jan. 30-31: 13th annual Radio & Television Institute, School of Journalism, U. of Georgia.

Jan. 31: Broadcasters Promotion Assn., board meeting, Sheraton Hotel, Chicago.

February

Feb. 1: Farm Broadcasting Day, celebration to be planned by NARTB and Dept. of Agriculture.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

Feb. 7: Advertising Federation of America, board meeting, Milwaukee.

Feb. 8-10: Voice of Democracy, awards ceremonies, Washington.

Feb. 13-15: 11th annual Western Radio and Tv Conference, Bellevue Hotel, San Francisco.

Feb. 18-19: NARTB, conference of state association presidents, Washington.

Feb. 19-21: Annual convention, Continental Advertising Agency Network, Hotel Warwick, Philadelphia.

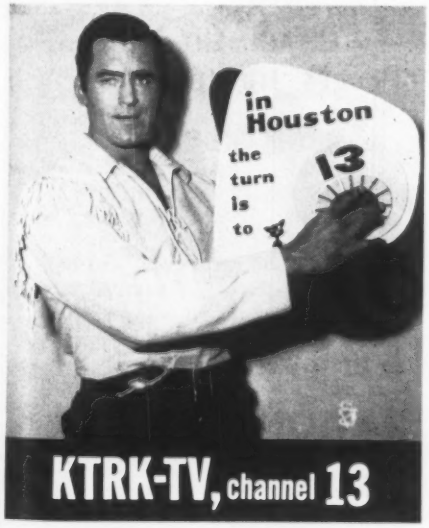
Feb. 22: UP Broadcasters Assn. of Connecticut, WHAY studios, New Britain.

Feb. 24-25: American Bar Assn. House of Delegates, mid-year meeting, Atlanta Biltmore Hotel, Atlanta.

Feb. 27: NARTB Employer-Employe Relations Committee, NARTB Hdqrs., Washington.

March

March 14-17: Washington Hi-Fi Show, Shoreham Hotel, Washington.



NOW'S the time

to SELLibrate the *new* "point of sale" in the GOLDEN VALLEY...
(Central Ohio)

WHTN-TV
HUNTINGTON • CHARLESTON

★ NEW TOWER
1,000 feet above average terrain

★ FULL POWER
316,000 watts

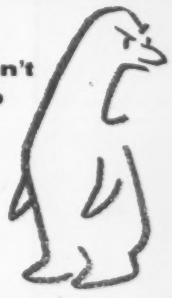
★ GREATER COVERAGE
554,697 TV homes

★ SALES POTENTIAL
$2,727,662,000 in all the major U.S. Census sales categories

Get the dollars and cents story right now

WHTN-TV
CHANNEL 13
A COWLES STATION • ABC BASIC
Huntington-Charleston, W. Va.
Nationally represented by Edward Petry Co., Inc.

you don't have to shout to be heard...

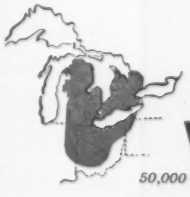


say it over

WJR

the radio station that reaches and influences the fifth richest market in the country... the Detroit-Great Lakes area.

Here's WJR's primary coverage area. Ask your Henry I. Christal man for proof of WJR's dominance.



The Great Voice of the Great Lakes
WJR Detroit
50,000 Watts CBS Radio Network

One of the TOP News Operations of the Nation!

Russ Van Dyke's 10 P.M. news rating of 44.6 on Sunday is the highest of all* shows in the Des Moines market—network or local. Sunday thru Friday Rating Average: 40.6

**Tied with Ed Sullivan for 1st.*

That's one of the TOP RATINGS in the NATION for evening news in multi-station markets.

ALL OTHER NEWS, SPORTS AND LOCAL SHOWS PULL THE OUTSTANDING RATINGS, TOO!

THE LEADING NEWS - SPORTS - ENTERTAINMENT - PUBLIC SERVICE STATION IN DES MOINES!

KRNT-TV

Full Power Channel 8 in Iowa

A COWLES OPERATION

MONDAY MEMO

from **Wilbur VanSant,** *president, VanSant, Dugdale & Co., Baltimore*

BALTIMORE'S SHORTSIGHTED AD TAXES: HOW THEY CAN THROTTLE RADIO-TV

It is doubtful if any tax measure ever proposed or adopted in the City of Baltimore has aroused as much adversity from all segments of business and industry as have the recently-adopted taxes on advertising. Nor is the criticism confined to Baltimore's city limits. Business interests everywhere are equally vociferous in voicing the detrimental effects of the taxes.

From their inception, certain segments of the taxes have remained quite vague. Apparently little thought was given to the disadvantages placed squarely in front of media. This is particularly true for those in radio and television.

The advertising ordinances impose a tax of 2% per year on the gross receipts derived from the sale of radio and television time, plus a 4% sales tax on the total sales price of each and every sale of time on radio and television originating from Baltimore.

Television and radio in legal actions have pointed out pertinent facts concerning validity of the new tax laws. In the case of most, and probably all, of the broadcasting companies within the city limits, programs are beamed at and received by listeners in some or all the areas of Maryland, New Jersey, Virginia, Delaware, Pennsylvania, West Virginia and the District of Columbia. This type of operation has been declared interstate in nature by Congress. It also is contended that the rates for the sale of time by Baltimore's radio and tv companies are determined in part by the interstate area to which the companies broadcast their signals. From this, it appears the taxes do impose an unlawful and undue burden upon the flow of commerce, thus violating the Commerce Clause of the Constitution of the United States.

Certainly the adopted tax measures do not provide standards for determining what they seek to tax and in this sense they violate the Due Process Clause of the 14th Amendment of the Constitution as well as Article 23 of the Maryland Declaration of Rights.

CITY OVERESTIMATES THE POSSIBLE RETURN

Departing from the legal aspects of the taxes, since present and future legal action will determine these points, there are violations of basic good business principles which make them completely and thoroughly *bad* taxes.

There is good reason to doubt that the taxes will raise anywhere near the figure which the mayor and city council claim will be raised. Their estimates are based on the present advertising expenditures. But if the new taxes drive advertising business from Baltimore—and they certainly will—then the tax revenues estimated will decline. There seems little room for doubt that advertising taxes such as these will start a decline of advertising business—a downward spiral that will have serious and far-reaching effects on Baltimore or any other city which might adopt them.

Advertising directly and indirectly creates most of the jobs in any city—as in America as a whole. Advertising is an important factor in selling the goods and services we use. It is an inescapable fact that without advertising there could be no mass production and mass distribution. I know of no informed person who seriously questions the key role advertising has played in giving us the highest standards of living in the world—the best jobs, the most of the necessities and luxuries, and a strong unfettered press, radio and television communication industry.

To the best if my knowledge, advertising taxes such as those adopted in Baltimore have never been enacted before. Some cities and states have looked at similar propositions and wisely discarded them. The decisions to discard them were based on some or all of the following reasons:

The adopted taxes, limited to Baltimore, place every advertiser and every advertising medium in the city in an unfair competitive position with similar businesses over the city line. For this reason they will drive many businesses out of the city and deprive the city of other revenue from these businesses far in excess of the amount hoped for from the new taxes themselves.

Baltimore stations already are considering moving studio operations to tower locations, most of which are across the city line. Officials of one station, with both studios and towers located within the city, stated that they "probably will go out of business or move to another city." Their future action depends entirely on the legal disposition of suits now in the Circuit Court of Baltimore.

NATIONAL ADVERTISERS JUST WON'T PAY MORE

The new taxes, if put into effect, will curtail local advertising. National manufacturers and advertisers stated this in telegrams and letters to the city council and the mayor's office when the taxes were under consideration. Baltimore's radio and television may suffer more than other local media. When this comes to pass, radio and television companies have no choice but to lay off employes and reduce salaries. This could set up a chain reaction that would wreck Baltimore's economy, for as employes in one part of the city's business have less total money, they pass along less to other businesses in the form of expenditures and taxes.

There is another grave danger to television and radio in these advertising taxes. If one tax of this kind, singling out only the communications industry, is allowed on the books, the door is open for any and every type of political control. Any government—even a city government—could through just such taxes as the Baltimore advertising tax make it impossible for any station, any newspaper or magazine, to sell the only thing they have to sell by simply threatening to double or treble taxes. This is not fancy, it's fact. It has happened under forms of government less democratic than ours. This must not happen in Baltimore or anywhere in our United States.

All these factors demonstrate why the Baltimore advertising taxes are thoroughly bad and would be equally bad for any other city.

Wilbur VanSant; educ. Baltimore Polytechnic Institute, Lehigh U. Started advertising career in Philadelphia; in 1914 established present agency in Baltimore which has grown to be one of America's larger advertising-marketing-public relations firms. Nationally known as a speaker and writer on business subjects and in the fields of economics and social sciences, Mr. VanSant has played a major role in opposing Baltimore's recently-enacted taxes on advertising media [see story, ADV. & AGENCIES].

Brighter Day

ON THIS PAGE throughout the year we do a good deal of viewing with alarm.

There is justification for frequent alarm in broadcasting, for it is a business which must live under massive and conflicting pressures.

In this space this week we wish to change our pace.

It is pretty difficult to view Christmas with alarm, even if it does bring broadcasts of "Jingle Bell Rock" and Elvis Presley singing "Santa, Bring My Baby Back to Me."

For us, as for most men, this is the season of compassion. We are so beguiled by the spirit of the hour that our blackest thoughts are transformed into visions of sugar plums. In a beard, Dean Barrow would look to us like Santa Claus. With a wreath on its door, ASCAP could be momentarily mistaken for a house of charity.

Our readers, of course, are friendly images we cherish all year long. And to them now, without exception, we extend our warmest wishes for a Merry Christmas and a Happy New Year.

Drawn for BROADCASTING by Sid Hix

"Well, where's the radio?"

Shades of Avco

THE extent to which the FCC is sensitive to anything that smacks of educational television is sharply delineated in events associated with the sale of ch. 13 WATV (TV) Newark and its sister stations WAAT-AM-FM to National Telefilm Assoc. for $3.5 million, now awaiting action.

Two weeks ago the FCC ostensibly was prepared to approve the transfer in routine fashion. But in the interim, a petition had been filed by the Regents of the University of the State of New York seeking transfer of ch. 13 from commercial to non-commercial status and of the authorized site from New Jersey to New York. So the FCC, despite a favorable staff recommendation, decided to delay consideration of the transfer to NTA until it could consider the New York regents' request for rule-making.

Even this delay might constitute infraction by the FCC of its own rules in the middle of the game. But what the regents seem to propose is a throwback to the old so-called Avco Rule of competitive bidding for stations available for sale—a procedure that Congress itself threw out in adopting the McFarland amendments in 1952. Beyond that, the regents have no money available to them to meet the $3.5 million price and, according to opposing counsel, are in no legal position to intercede.

Meanwhile, a willing seller and a willing buyer are precluded from doing business. This could be a dangerous precedent. The qualifications of NTA as a licensee are not involved, since the FCC, only a few weeks ago, approved the sale of 75% control of ch. 9 KMGM-TV Minneapolis for $650,000 to NTA.

The educational petition for rule-making has no legal bearing on the transfer to NTA. If the FCC followed its own precedents, it would approve the transfer and consider the rule-making petition in customary fashion, permitting NTA to acquire the WATV-WAAT properties at its own risk.

The [Blue] Nose Count

LAST Oct. 28 we published an editorial advocating the acceptance of liquor advertising on the air, at appropriate times and with appropriate commercial content.

Since then we have received four letters endorsing our suggestion.

We have received 675 letters opposing it.

To judge by the simple arithmetic of this mail count, we have embarked upon an astonishingly unpopular course.

But numbers can be misleading.

Of the 675 letters of criticism, three were from broadcasters who felt that the admission of liquor advertising to the airways would create serious public relations problems. One was from a national officer of the Presbyterian church. All the others—671—were from lay members, officials or clergymen of the Southern Baptist church.

The Baptists wrote in response to an organized letter-writing campaign. The Radio & Television Commission of the Southern Baptist Convention circularized the church clergy with a copy of our editorial and a request that letters of protest be written to the editor.

The mail we have received at BROADCASTING on the subject of liquor advertising is not uncharacteristic of the mail which the U. S. Congress gets when liquor control legislation is up for consideration.

There is always, on such occasions, a heavy volume of mail from the organized drys.

In the absence of any organization of people who are not prohibitionists, there is never a comparable letter-writing campaign to reflect opinion on the other side.

The congressman who reads his mail only by the numbers is apt to be persuaded that prohibitionism is the dominant sentiment in the U. S. The congressman who reads his mail more carefully will realize that he has distortion on his desk. He is simply not hearing from the great majority of the people who are content that liquor is legal and therefore have no reason to write.

We have no doubt that any radio or television station which began broadcasting liquor commercials would receive protests—as soon as the organized drys discovered the broadcasts.

These protests would be no more representative of the station's total audience than our mail count has been representative of our readership

As we said at the outset, it will be a courageous broadcaster who takes the first commercial for a liquor firm.

But if courage is accompanied by good taste in the selection of time and content of the commercial, the broadcaster need not fear a wholesale revolt of his audience.

Approval of Seal

ATTACHED last week to the NARTB's weekly newsletter, which is sent to members, was this note:

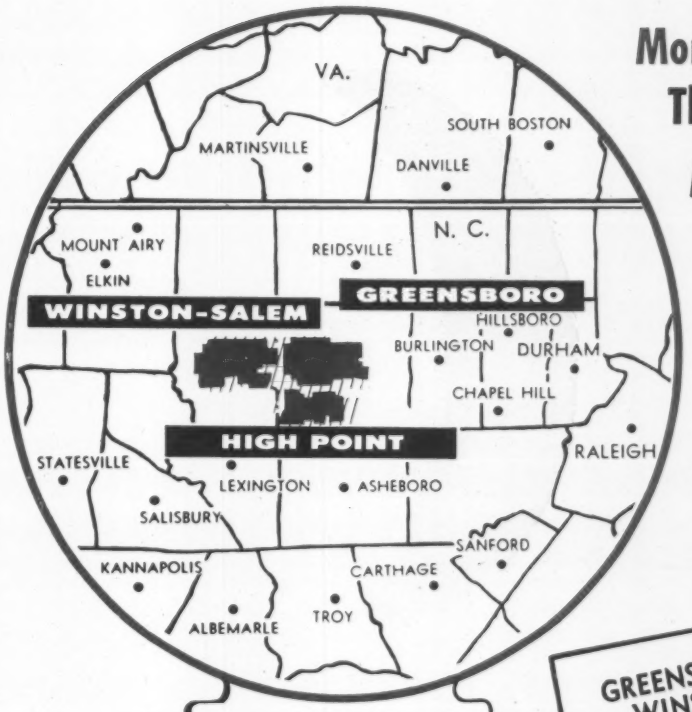
"The name of the National Assn. of Radio & Television Broadcasters will be changed to National Assn. of Broadcasters effective Jan. 1, 1958."

NEW NAB SEAL

The simplification of the association's name has been endorsed overwhelmingly by members. Having begun urging that action a year or more ago, BROADCASTING endorses it too.

Though they may compete for audience and advertising, both radio and television are broadcasting. We are sure they will continue to be as happy together under the simplified name as they were under the cumbersome title which is being abandoned.

North Carolina's
INTERURBIA

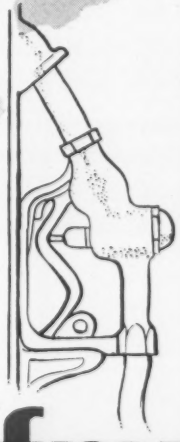


More Gasoline Sales Than Any Other Metropolitan Market In The Two Carolinas

dominated by

wfmy-tv

GREENSBORO-HIGH POINT-WINSTON-SALEM
(2 Stations)
Greensboro-High Point—Guilford County—Map Location F-3
Winston-Salem—Forsyth County—Map Location
See SRDS consumer market map and listing of the State Area



Make sure you investigate North Carolina's INTERURBIA . . . the largest metropolitan market in the two Carolinas . . . in the heart of the mighty Industrial Piedmont where gasoline and petroleum sales exceed $175,000,000

wfmy-tv
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston

CBS
Basic CBS Since 1949